

Design
Div.

Catalog No. 21

RETURN TO
DESIGN DIV.

ZENCO QUALITY PRODUCTS

"Known the World Over"

BIRD AND PET SUPPLIES
DOG AND CAT FURNISHINGS
AND ACCESSORIES
TROPICAL FISH SUPPLIES
GOLDFISH SUPPLIES

RETURN TO
DESIGN DIV.

Zenith Novelty Co.

720 BROADWAY, NEW YORK, N. Y.

RETURN TO
DESIGN DIV.

Importers • Manufacturers • Exporters
WHOLESALE ONLY

IMPORTANT INFORMATION

TERMS—Cash with order unless you are satisfactorily rated in Dunn's and Bradstreets or furnish at least three satisfactory well known trade references.

C. O. D. SHIPMENTS WILL BE MADE ONLY WHEN 25% DEPOSIT ACCOMPANIES ORDER.

All shipments are strictly F.O.B. New York City, or factory, except Zenco Dog Remedies, which are delivered free.

SHIPMENTS—To avoid unnecessary delay give shipping instructions. Unless such instructions accompany orders we will use our own judgment, shipping the best way known to us. It is not advisable to ship glassware or fragile merchandise via Parcel Post.

When merchandise is ordered for shipment via Parcel Post be sure to allow for postage, as otherwise shipment will be made by express which may be more expensive. Be sure to send enough postage: if too much, excess will be refunded; if too little, shipment will be made by express and postage sent will be refunded.

CLAIMS—Special care is exercised at all times in our packing, and our experienced help insures a minimum possible breakage under all conditions. Therefore, **NO ALLOWANCES CAN BE MADE FOR BREAKAGE.** All shipments are made for your account and risk and our responsibility ends when we receive a good order receipt from the carriers. All claims for damages must be made within 24 hours to the transportation companies and not with us. At request we will be glad to help press claims on your behalf. All other claims must be made to us not later than five days after receipt of merchandise or they will not be honored. Before throwing away packing materials examine carefully every little bit, to make sure it does not contain some small article.

GENERAL—Since we continually acquire new numbers, we welcome your inquiries on items not in this catalog which may have come to your attention.

**WE DO NOT BREAK STANDARD PACKAGES.
THE STANDARD PACKING OF EACH ITEM IS ONE DOZEN PER
PACKAGE UNLESS OTHERWISE INDICATED
BY OUR PRICE LIST**

Known the World Over, Our Reputation is Built On Quality and Value.

ZENCO

Greets you with

QUALITY

PRICE...

VARIETY

SERVICE

QUALITY—Zenith Novelty Co. manufactures, imports and distributes merchandise of proven quality. All items are exactly as represented in this catalog.
A ZENCO PRODUCT IS A QUALITY PRODUCT.

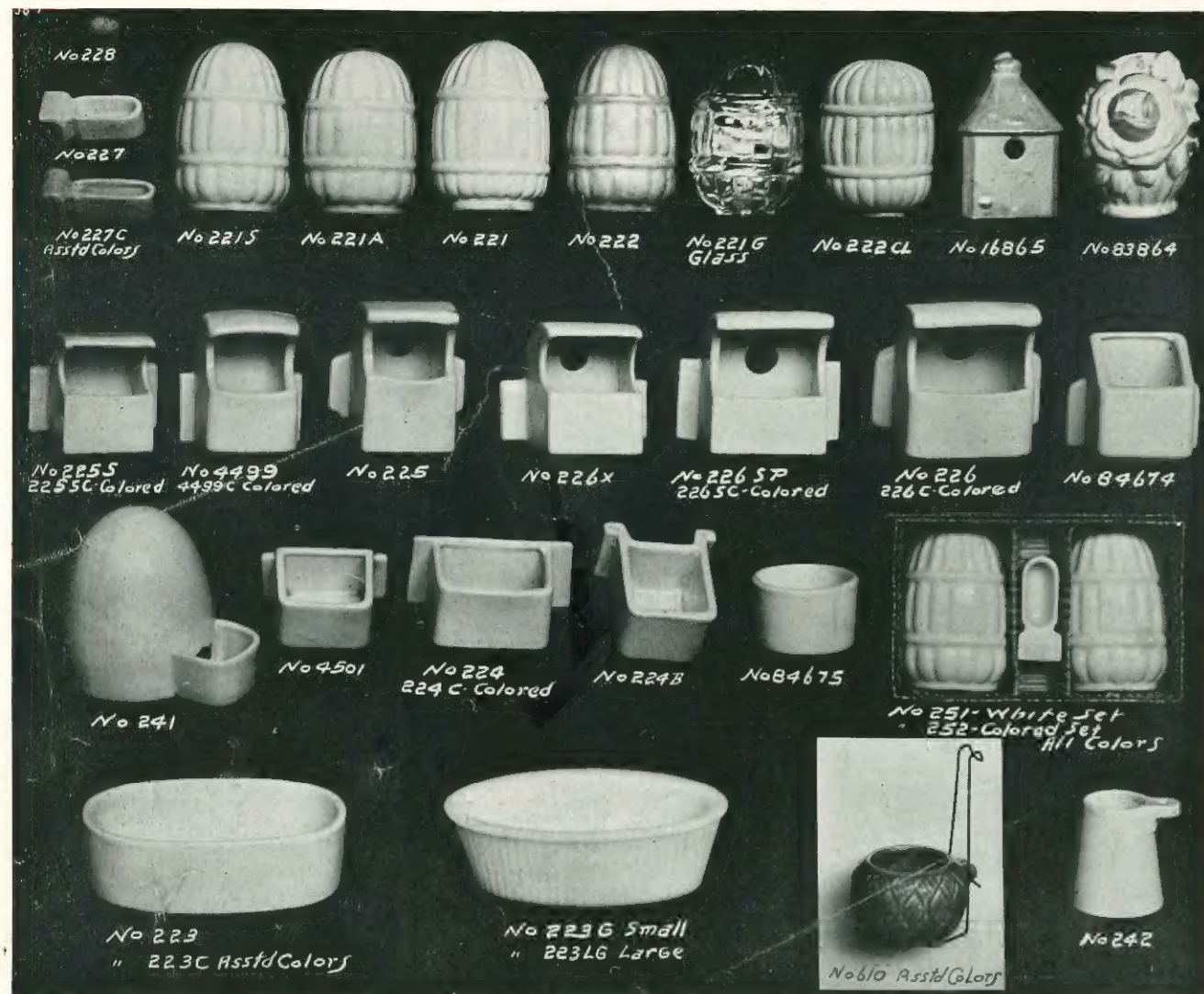
PRICE—Zenith Novelty Co. endeavors at all times to quote the lowest possible prices on all items, so as to enable its customers to meet all competition successfully and realize a handsome profit.
SAVE MONEY—BUY ZENCO.

VARIETY—Zenith Novelty Co., through its world-wide connections, assures its customers the most up-to-date merchandise and most complete line at all times. We lead in designing and producing new models.
KEEP UP-TO-DATE WITH ZENCO.

SERVICE—We desire to be of service to all our customers and welcome your detailed inquiries. All Orders receive prompt and efficient attention.
OUR AIM—THE ZENITH OF SERVICE.

You are cordially invited to visit our showrooms.

BIRD CUPS



No.		610	Japanese Cups with Hooks, Assorted Colors
228	Artificial (China) Canary Nest Eggs	251	Set of 2 White Bird Cups, 1 Treat Cup
227	White China Treat Cups	252	Set of 2 Bird Cups and One Treat Cup, Sets Available in All Colors
227C	Colored Treat Cups, Assorted Colors	239	Parrot Cup (See Page 5)
221S	White Opal Bird Cups, China		
221A	White Opal Bird Cups, China		
221	White Opal Bird Cups, China, Large		
222	Colored China Bird Cups, Colors:—Green, Black, Red, Ivory, Tan, Blue, Yellow, Orchid		
221G	Glass Bird Cups, Crystal (clear)		
222CL	Celluloid Bird Cups, Assorted Colors		
16865	Pagoda Cup, Outside, Assorted Colors		
83864	Discontinued		
84675	Round Egg Cup, 2 Inch Diameter, 1 1/4 Inches High		
223	White Oval China Bath, 5 Inches Long		
223C	Same as No. 223 Except Assorted Colors		
223G	Opal Glass Bath—4 1/2 Inches Long		
223LG	Opal Glass Bath, Large, 5 1/2 Inches Long		
241	Bird Fountains, White China—Holds Large Quantity of Water for Aviaries or Weekends—3 1/2 Inches High, 2 1/4 Inches Diameter, with One Inch Water Cup		
242	Cup for Small Wood Carrying Cages		

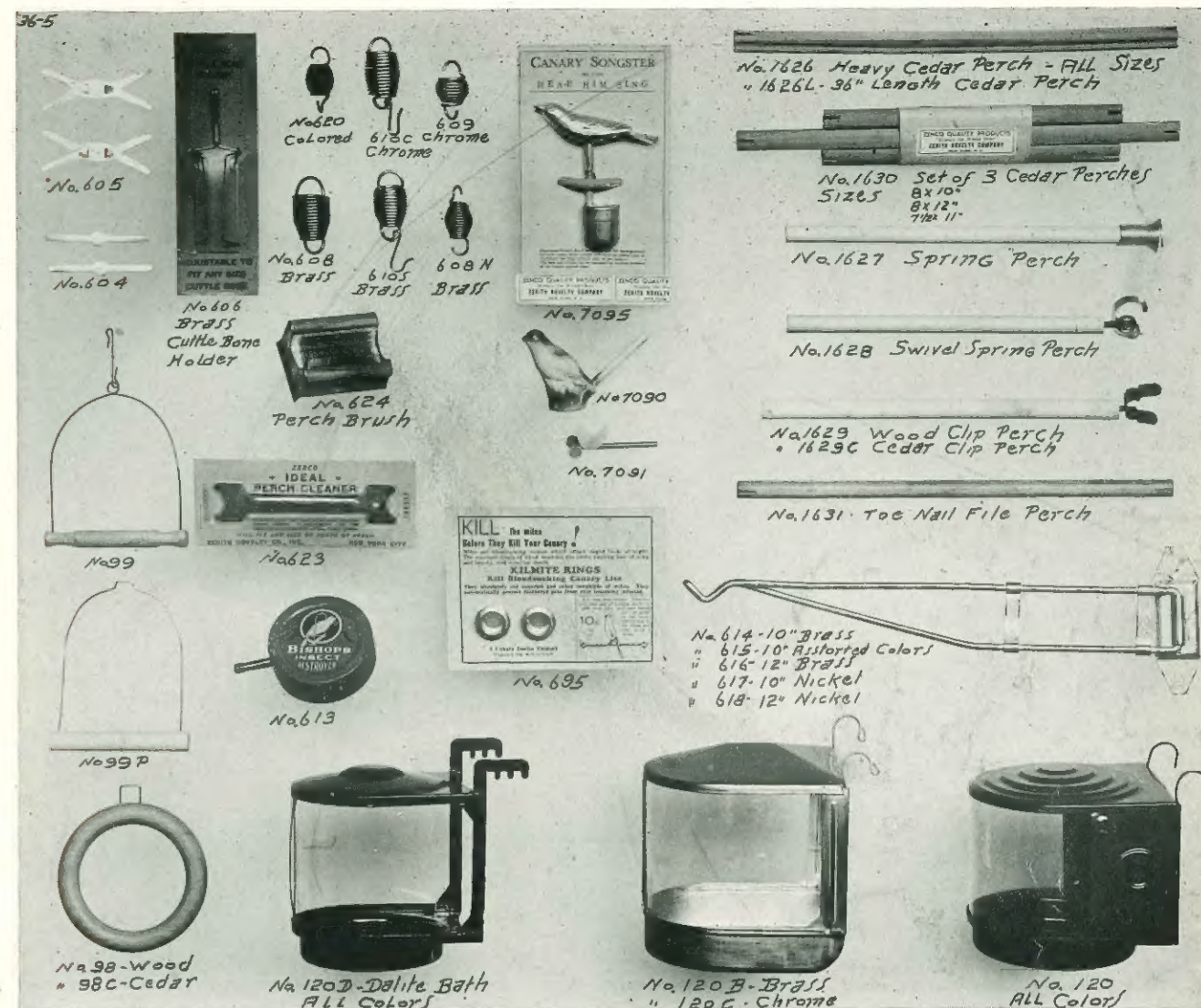
Canopy (Hooded) Cups

		Front	Back	Height
225S	White	1 1/4	2 1/4	2 1/4
225SC	Green or Black	1 1/4	2 1/4	2 1/4
4499	White	1 1/4	2 1/4	2 1/4
4499C	Green or Black	1 1/4	2 1/4	2 1/4
225	White	1 1/4	2 1/4	2 1/4
226X	White	1 1/4	3	2 1/4
226SP	White	2 1/4	3 1/4	2 1/4
226SC	Green or Black	2 1/4	3 1/4	2 1/4
226	White	2 1/4	3 1/4	2 1/4
226C	Green or Black	2 1/4	3 1/4	2 1/4

Square Open Cups

		Front	Back	Height
84674	White Spec. Cup	1 1/4	2 1/4	2 1/4
4501	Sm. White Cup	1 1/4	2 1/4	1 1/4
224	White Regular	2 1/4	3	1 1/4
224C	Green or Black	2 1/4	3	1 1/4
224B	Spec. White for Bamboo Cages	1 1/4	2 1/4	1 1/4

BIRD CAGE ACCESSORIES



No.		695	Kilmiter Rings, Kill Canary Lice (Also See Page 5 for Swings equipped with Kilmiter Rings)
98	Round Wooden Swings with Holder	7090	Warbler Canary Whistle, Water Type
98C	Round Cedar Swings with Holder	7091	Discontinued
99	Swings with Hook	7095	Songster Metal Whistle, Water Type
99P	Swings, No Hooks	1626	Heavy Cedar Perch, Sizes 7 1/2-8-9-10-11-12 Inches
99C	Cedar Swings, No Hooks (See Illust. Pg. 5)	1626L	Heavy Cedar Perch, 36 Inch Lengths
504	Single Cuttlebone holders, through type	1627	Coil Spring Perch, Round Wood
605	Double Cuttlebone holders, around type	1628	Swivel Spring Clip Perch, Round Wood
606	Brass Cuttlebone Holders, With Card	1629	Spring Clip Perch, Round Wood
608	Heavy Brass Spring, Short	1629C	Spring Clip Perch, Heavy Cedar
608N	Special Brass Spring, Short	1630	Set of Three Cedar Perches, Two Short and One Long; Sets—A, Two 8 Inch One 10 Inch; B, Two 8 Inch One 12 Inch; C, Two 7 1/2 Inch One 11 Inch
609	Short Chrome Spring	1631	Toe Nail File Perch, Top Smooth Wood, Bottom Emery
610S	Solid Brass Spring with Hook, Regular	120D	Discontinued—Use No. 119 and No. 120 below
610C	Chromium Spring with Hook	119	Celluloid Outside Bird Baths. Colors: Green, Black, White, Red, Yellow (See Illust. Page 5)
620	Short Colored Springs, Green, Red, Black	120	Outside Baths—Colors: Green, Black, Ivory, White, Red, Yellow, Blue, Gold, Silver, Orange
613	Filled Louse Powder Guns	120B	Brass Outside Baths
614	10 Inch Braced Brackets	120C	Chrome Outside Baths
615	10 Inch Assorted Colored Brackets on Cards. Colors: Green, Ivory, Brass, Nickel		
616	12 Inch Braced Brackets		
617	10 Inch Nickeled Brackets		
618	12 Inch Nickeled Brackets		
623	Zenco Ideal Perch Scraper, Cleans and Roughens		
624	Opera Perch Brush		

BREEDING & MISCELLANEOUS SUPPLIES, HONEY BELLS



- | | | |
|------|------|--|
| No. | 6300 | Three No. 629 Honey Rolls in Cellophane Envelope |
| 228 | 626 | Artificial (China) Canary Nest Eggs |
| 611 | 628 | Inside Wire Nest with Clamp, Heavy Wire Mesh |
| 611N | 625 | Inside Wire Nest with Special Hook, Heavy Wire Mesh |
| 612 | 627 | Inside Wire Nest with Swivel, Heavy Wire Mesh |
| 621 | 627 | Outside Wire Nest |
| NH | 635 | Bulk Nesting Hair, Best Quality, Light or Dark |
| NHD | 636 | Best Quality Dark Nesting Hair in Boxes |
| NHL | 690 | Best Quality Light Nesting Hair in Boxes |
| CP | 691 | Combination Cellophane Package, Containing One Nest Pad, Two Nest Eggs, and Nesting Hair |
| BCP | | Combination Large Box Package, Containing One Nest Pad, Nesting Hair and Two Nest Eggs |
| P | | Nest Pads in Bulk, Fit All Nests, Packed in Bundles of 100 |
| NP | | Nest Pads, Two in Printed Glassine Envelope |
| 629 | | Replaced by No. 629B below |
| 629B | | New small bullet shape Honey Cake with tin back, not wrapped. (See illustration Page 5) |
| 700 | | 8 Inch Flat Front Net, 36 Inch Handle. |
| 701 | | 10 Inch Flat Front Net, 36 Inch Handle. |
| 702 | | 12 Inch Flat Front Net, 36 Inch Handle. |
| 703 | | 14 Inch Flat Front Net, 36 Inch Handle. |
| 704 | | 16 Inch Flat Front Net, 36 Inch Handle. |

Bird and Pool Nets, Made in U. S. A.

NESTING HAIR AND BIRD CAGE ACCESSORIES



- | | | |
|------|------|--|
| No. | 224L | White Rectangular open seed cup — extra long — front 2 7/8", back 3 7/16", height 1 5/16". |
| 637 | | Best quality light nesting hair, carefully selected and cleaned for breeding. Packed in large, attractive three color box with cellophane window. |
| 638 | | Best quality dark nesting hair, carefully selected and cleaned for breeding. Packed in large, attractive three color box with cellophane window. |
| 99C | | Cedar Swing. (Also see Wood Swings on Page 3 and Kilmite Swings below) |
| 644 | | Bird Nail Nipper, scissors type, specially designed. Unexcelled for clipping bird toe nails, also for puppies and small dogs. |
| 629B | | Small bullet shape Honey Cake with tin back which hooks between wires of bird cages. An excellent premium to give away with loose or package bird seeds. (Also see page 4 for complete line) |
| 633 | | ZENCO TREAT SET—containing one treat cup and two No. 629B Honey Cakes. An attractive 3 color package with cellophane window. |
| 615 | | Special 10 inch brackets on cards. Colors: Green, Ivory, Brass, Nickel. |
| 698 | | Round Cedar Kilmite Swings with holder. (Free display card). |
| 699 | | Straight Cedar Kilmite Swings with holder. (Free display card). |
| XB | | Christmas Stocking for Birds, containing 5 pieces as follows: No. 628 Honey Bell with gong, No. 227 Treat Cup, No. 606 Brass Cuttlebone Holder, No. 7090 Bird Warbler Whistle, No. 623 Combination Perch Scraper and Cleaner. A REAL SPECIAL |

DOG REMEDIES, SOAPS, SHAMPOO, CATNIP TOYS



- | | | | |
|------|--|------|--|
| No. | | 588 | Kleenpet Dog Soap —The Finest Quality Medicated Green Soap, Containing Palm Oil. Positively Kills Fleas and Lice. Each Cake Cellophane Wrapped, Packed in Attractive Box. Produces a Richer, Fluffy, Glossy Coat. Deodorizes. |
| R 4 | Zenco Worm Capsules —Contains 12 Puppy Size Capsules for Hook and Round Worms—(Ascarids). | 586 | Zenco Shampoo —An Unexcelled Shampoo Which Leaves the Hair Soft and Fluffy. Will Also Rid the Dog of Fleas and Lice. Deodorizes. |
| R 7 | Zenco Worm Capsules. —Contains 8 Dog Size Capsules for Hook and Round Worms—(Ascarids). | | |
| R 6 | Zenco Tapeworm Tablets —Contains 8 Tablets. For Puppies or Dogs. | | |
| R 3 | Zenco Cod Liver Oil Capsules —Contains 15 Capsules. | | |
| R 8 | Zenco Combination Worm Treatment —For Round, Hook and Tapeworms in Puppies. | | |
| R 5 | Zenco Combination Worm Treatment —For Round, Hook and Tapeworms in Grown Dogs. | | |
| R 1 | Zenco Sulphur Tablets —For Purifying the Blood and to Help in the Treatment of Skin or Coat Diseases or Ailments Induced to Any Extent by Overheated Blood. | | |
| R 2 | Zenco Conditioner Tablets —For Building Up the Appetite and Renewing the Vitality of Dogs or Cats. Highly Beneficial in Convalescence and to Stud Dogs, Breeding Females and Puppies. | | |
| R 10 | Zenco Flea Killer —2 oz. Package. Apply on Only One Spot on the Back of the Animal's Neck to Kill All Fleas. Will Also Kill Lice, Ticks and Bedbugs. | | |
| R 15 | Zenco Flea Killer —5 oz. Package. Otherwise Same as No. R 10 | | |
| 587 | Zenco Dog Soap —A Fine Medicated Soap. Sure Death to Fleas and Lice. Leaves Coat Fluffy and Glossy. Deodorizes. | | |
| | | | Catnip Toys |
| | | 594 | Zenco Catnip Play Toy With Bell —The Most Amusing Catnip Toy Sold. A Healthful, Stimulating, Exerciser for Cats. Package Contains a Generous Portion of Catnip for Refilling the Ball. Attractive Package With Cellophane Window Insures Fast Sale. |
| | | 576 | Zenco Catnip Mouse —Grey. Each in Attractive Colored Box. |
| | | 576C | Zenco Catnip Mouse —Pastel Shades. Each in Attractive Colored Box. |
| | | 581 | Zenco "Kitty Kat" Loose Catnip —Best Quality Selected Catnip Leaves and Tops in Large Attractive Box. |
| | | | Bird Treat Set |
| | | 633 | Contains 2 Tin Back Honey Cakes and One Treat Cup. Attractive Box With Cellophane Window. |

Bird Treat Set

- 633 Contains 2 Tin Back Honey Cakes and One Treat Cup. Attractive Box With Cellophane Window.

RUBBER DOG TOYS AND MISCELLANEOUS ACCESSORIES



Rubber Dog Toys

- No. 578 Rubber Dog Bone, Cellophane Wrapped
578N Straight Rubber Bone, Cellophane Wrapped
678N Straight Rubber Bone, Asst. Colors, U. S.
679 Suregrip Rubber Bone, Specially Constructed to Insure a Firm Grip. U. S.
675 Rubber Bone Containing a Bell Inside the Knuckle, Fun and Exercise to Owner and Dog; Cellophane Wrapped
676 Scented Rubber Bones. U. S.
600 Heavy Rubber Ring, Best Quality, U. S.
600J Heavy Rubber Ring, Imported, Cello. Wrapped
600T Light Rubber Ring, Imported, White Only
601S Small Rubber Mouse With Metal Whistle, 2½"
602SM White Rubber Mouse With Metal Whistle, Overall Length 6½"
602 Rubber Mouse With Metal Whistle, White or Grey, Overall Length 7¼"
602C Assorted Colored Mice, Blue, Red, Green, White, Overall Length 7¼"
602L White Rubber Rat With Metal Whistle, Overall Length 8"
602XL Large White Rubber Rat With Metal Whistle, Overall Length 8¾"
602LC Discontinued. Use No. 602C Above
672 Wow-ball, Meows, Diameter 3 Inches
672S Smaller Wow-ball, Meows, Diameter 2½". (See Illustration Page 8)
673 Solid Rubber Dog Ball, U. S., Diameter 2 Inches
674 Scented Rubber Balls, U. S., Diameter 2 Inches

- 603DG Rubber Pup Head With Whistle, in Cellophane
603BS Rubber Pup Head With Bell, in Cellophane. (See
Illustration Page 8)
603LG Large Rubber Dog Head With Whistle, Diameter
2 3/4", Each in Cellophane
670 Baby Katnips, With Special Meow Whistle
671 Nips Kat, the Large Rubber Head That Meows

Other Products

- 586 Zenco Dog Shampoo, Large Bottle, Best Quality
587 Zenco Dog Soap, Sure Flea Killer, in Box
588 Kleenpet Dog Soap, Medicated Flea Killer with
Palm Oil; Cello Wrapped; Attractive Box
589 Halfins Dry Wash, Small Size
590 Halfins Dry Wash, Large Size
580 Fleischmanns Yeast for Dogs, 5 lb. Kennel Size
582 Fleischmanns Yeast for Dogs, 3½ oz. Cans
583 Fleischmanns Yeast for Dogs, 8 oz. Cans
584 Fleischmanns Yeast for Dogs, lb. Cans
577 Real Dog Bones, Sanitary; Cellophane Wrapped.
(See Illustration No. 577M, Page 11)
577W Use No. 577 Above
591 Dog Locks, Brass, Non-Rusting, High Grade
592 Discontinued. (See No. 595, Page 11 for Other
Dog Lock)
640 Sulphur Cakes, Keep Dog's Water Pure, Healthy
641 Identification Tube, For Dogs and All Purposes;
With Name Sheet. (See illus. Page 9)
642 Discontinued. See Page 6 For Complete Line of
Worm Remedies For Dogs.
DG Feeding Dish, Small, Marked DOG, Diam. 5 in.
CT Feeding Dish, Small, Marked CAT, Diam. 5 in.

676N mottled bones dz 100
Rubber dogs dz 100

ZENCO QUALITY PRODUCTS.

DOG TOYS AND SUPPLIES

(Numerically Listed)



- | | | | |
|-------|--|-------|---|
| No. | | 688 | Rubber Bone With Braid. An Excellent Tug Toy and Exerciser |
| 575 | Rag Doll, Durable With Voice. A Real Gift for the Dog. | 689 | Heavy Rubber Ball With Metal Whistle, Ball 2½" Diameter |
| 593S | Catnip Toy Ball-Celluloid-Refillable. (Also See No. 594 Page 6) | 24560 | Special Package of 5 Blades to Fit Duplex Dog Dresser |
| 595 | Dog Padlock - High Quality - 2 Keys | 24561 | Special Steel Comb on Card, Comb 4 x 1½", Finely Spaced Teeth |
| 603BS | Rubber Pup Head With Bell, In Cellophane | 24562 | Steel Comb With Wood Handle, Finely Spaced Teeth, Comb Size 4 x 1½", 4" Handle |
| 672S | Junior Wow Ball, Meows; Diameter 2½" | 24563 | Hammered Brass Comb With Coarse & Fine Steel Teeth, Polished Plated Finish. Size 6¼" x 1½" |
| 677 | Jumbo Bone With Bell, Well Made, Scented. Loads of Fun | 24564 | Special Double Comb, Hammered Brass, One Side Coarse, Other Side Fine Teeth, With Attractive Colored Wood Handle. Plated Finish, Steel Teeth. An Unusually Handy, Unsurpassed Comb. 3¼" Long, 2½" Wide, With 4" Wood Handle |
| 680 | Dog-E-Treats. A Real, Healthy Treat For Your Dog. Contains No Sugar. | 24544 | Dog Hair Clipper With Adjustable Tension Bolt |
| 681 | Three Assorted Tug Toys, With Metal Whistle, About 6½" long | | |
| 682 | Heavy Rubber Dog With Metal Whistle, About 6" Long, Cellophane Wrapped | | |
| 683 | Rubber Ball With Bell, Ball 2½" Diameter | | |
| 684 | Rubber Fish With Metal Whistle, About 4¾" Long, 2½" Diameter | | |
| 685 | Rubber Turtle With Metal Whistle, About 4½" Long, 3" Wide | R25 | Zenco Pine Oil Disinfectant —Keeps Dog's Living Quarters Sweet and Clean. Has Delightful Odor of Pines. Highly Germicidal. Available in 6 oz. Bottles and Gallons. |
| 686 | Leather Bone With Braid. An Excellent Tug Toy and Exerciser | R30 | Zenco Kennel Disinfectant —Highly Germicidal, Very Economical. Kills Fleas and Insects. An Excellent Disinfectant. Available in 6 oz. Bottles and Gallons. |
| 687 | Rubber Ring With Braid. An Excellent Tug Toy and Exerciser | | |

ZENCO QUALITY PRODUCTS.

DOG BRUSHES—COMBS—CATNIP TOYS—PULVEX PRODUCTS



Catnip Items for Cats

- No.
- 576 Zenco Catnip Mice—Each in Box—Grey
- 576C Zenco Catnip Mice—Each in Box—Pastel Colors
- 576H Halfin's Catnip Mouse in Cellophane Envelope
- 581 Zenco "Kitty Kat" Loose Catnip—Best Quality
- 593 Catnip Toy—See No. 594 Below, Also No. 593S,
Page 8
- 594 Catnip Play Toy—Wood Ball—Refillable, With
Bell. (New Illustration Page 6)

Dog Brushes, Combs, Pluckers (Strippers), etc.

- | | |
|-------|--|
| 579 | Pet Brush—Air Cushion—Wire Bristles |
| 585 | Dog Brush—White Bristle Set In Wood Back With Hand Strap |
| 653 | Leather Bone for Dogs |
| 24550 | Slicker Brush for Short Hair Dogs |
| 24551 | Dog Rake, Wood Handle in Assorted Colors, Suitable for Long Haired Dogs |
| 24552 | Dog Brush—Air Cushion Rubber Set Wire Center—Black Bristle Edge—Hand Strap |
| 24553 | Double Brush—One Side Air Cushion Rubber Set Wire, Other Side White Bristle |
| 24554 | Double Brush Same Style as No. 24553 Except Larger and With Black Bristle |
| 24555 | Air Cushion Rubber Set Wire Brush One Side Only |
| 24556 | Steel Comb—Polished Plated Finish With Fine and Coarse Teeth, Rounded Points. 6¼" Long by 1½" Wide |

- | | |
|-------|---|
| 24557 | Steel Comb With Handle—Rounded Teeth |
| 24558 | Duplex Dog Dresser With Blade |
| 24559 | Set of 5 Duplex Blades for Duplex Dog Dresser |
| 24560 | Special Package of 5 Blades to Fit Duplex Dog Dresser |

Dog Remedies—Flea Powder—Pulvex Products
(Also See Page 7 For Other Guaranteed Remedies)

- 658 } Discontinued—Use No. R 10 and R 15 Flea Killer
659 } Page 6 — Guaranteed to Kill All Fleas on Dogs
660 } When Applied on Only One Spot on Back of
Dog's Neck
654 Pulvex Combination Treatment Worm Capsules—
Specify Puppy Size or Dog Size When Ordering
655 Pulvex Flea Powder
656 Pulvex 6-Use Dog Soap (Large)
657 Pulvex Canary Louse Powder
661 Pulvex Dry Cleaner
662 Pulvex Kurmaige
663 Pulvex Cough Medicine
664 Pulvex Cold Tablets
665 Pulvex Laxative Tablets
666 Pulvex Flea Soap (Small)
667 Pulvex Pine Oil Disinfectant
668 Pulvex Sopex

See Page 6 For Additional Guaranteed Dog Remedies
See Pages 8 and 10 For Additional Combs and Brushes

DOG COMBS—BRUSHES (Domestic)—IDENTIFICATION TUBES and NAMEPLATES



Dog Combs

- No. 749 Special Comb, $7\frac{1}{2} \times 1\frac{1}{4}$ ", Wire Teeth, Half Fine-Half Coarse Spacing
- 750 Aluminum Comb on Card, Comb Size $4 \times 1\frac{1}{4}$ ", Heavy Teeth
- 751 Aluminum Handle Comb, $7\frac{1}{2} \times 1\frac{1}{4}$ ", Heavy Teeth
- 752 Aluminum Comb, Special Back, Heavy Teeth, Size $4\frac{1}{2} \times 2\frac{1}{4}$ "
- 753 Aluminum Comb, Fine Teeth on Both Sides, Size $2\frac{1}{2} \times 1\frac{1}{4}$ "
- 754 Aluminum Comb, Half Fine and Half Coarse Teeth, Size $6\frac{1}{2} \times 1$ "
- 755 Aluminum Comb, Half Fine & Half Coarse Teeth, Size $6\frac{1}{2} \times \frac{3}{4}$ "

Dog Brushes (Domestic)

- 800 Oval Block, $4\frac{1}{2} \times 2\frac{1}{2}$ ", Natural Lacquer Finish With Leather Hand Strap; Filling-Grey Tampico Center With Black China Bristle Border.
- 801 Hardwood Block, $5\frac{1}{2} \times 2\frac{1}{2}$ ", Natural Lacquer Finish With Leather Handstrap Fastened Endwise With Brass Screws, Stiff, Black, Slanting, China Bristles.

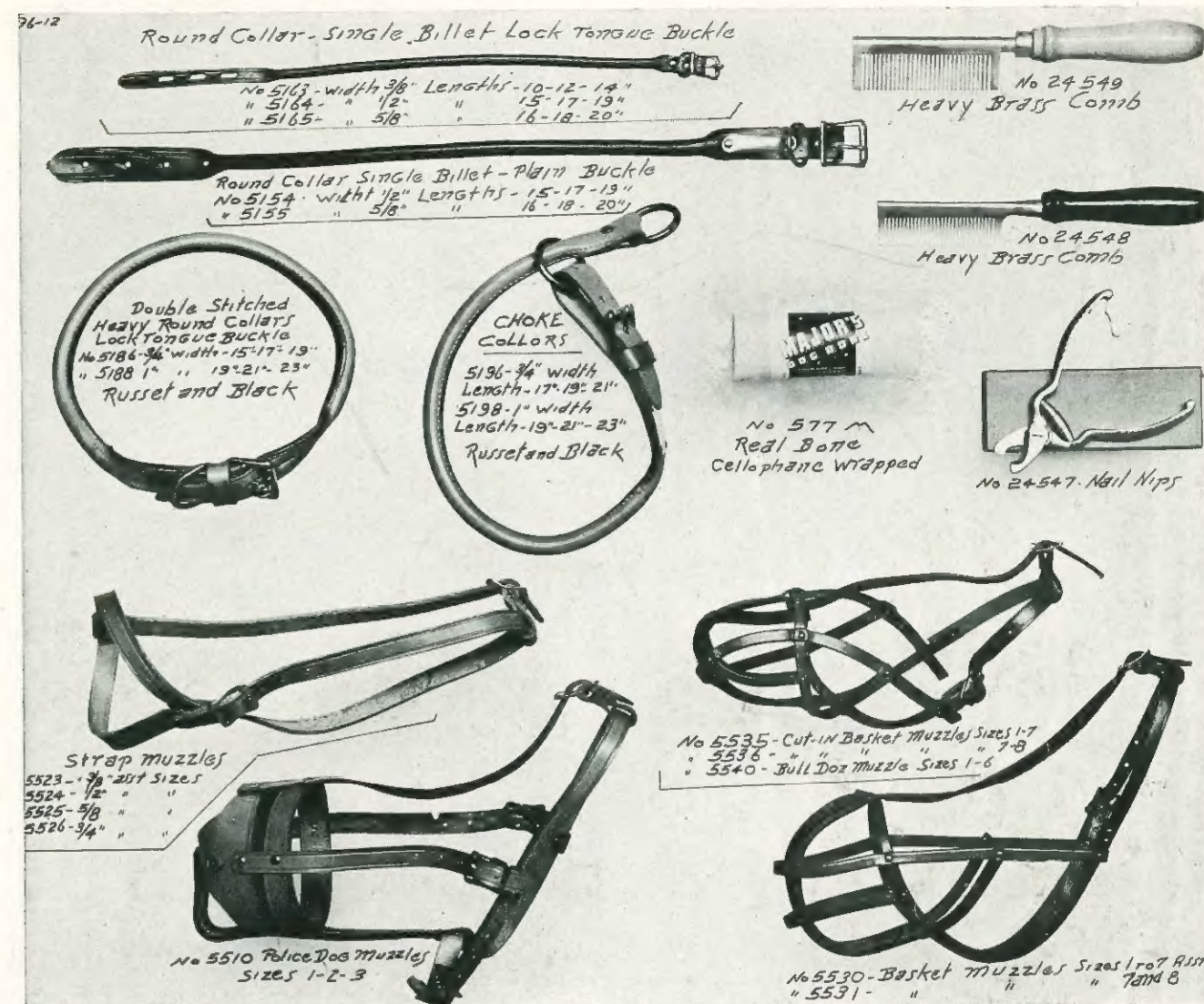
- 802 Black Metal Pins Set In Red Cushion Rubber, Mounted on Shaped Hardwood Block $4\frac{1}{2} \times 2\frac{1}{2}$ " With 4" Handle. Black Lacquer Finish With Dog Decalcomania
- 803 Scrubbing Brush, Small, Rice Root Fibre Set in $4\frac{1}{2} \times 1\frac{1}{4}$ " Polished Block
- 804 Scrubbing Brush, Large, Rice Root Fibre Set in $6" \times 2\frac{1}{2}"$ Polished Block
- 805 Special Handle Brush Heavily Filled With Grey Tampico Bristles. An Unexcelled All Purpose Brush, With Attractive Dog Branded in Block

Identification Tube and Nameplate

- 641 Identification Tube, For Dogs and All Purposes: With Name Sheet; Each On Card
- 643 Dog's Name Plate, "Make It Yourself" With a Dry Steel Pen. Waterproof, Rustproof, and Scratch-proof, Complete With Two Rivets.

Also See Pages 8 & 9 For Additional Combs & Brushes

ROUND COLLARS AND CHOKES, MUZZLES, MISCELLANEOUS



ROUND COLLARS & CHOKES

Round Collars—Plain Buckle—Single Billet

Colors: Russet, Black, Red, Green

- No. 5153 Width $\frac{3}{8}$ Inch, Lengths 10, 12, 14 Inches
- 5154 Width $\frac{1}{2}$ Inch, Lengths 15, 17, 19 Inches
- 5155 Width $\frac{5}{8}$ Inch, Lengths 16, 18, 20 Inches

Round Collars—Lock Tongue Buckle—Single Billet

Colors: Russet, Black, Red, Green

- 5163 Width $\frac{3}{8}$ Inch, Lengths 10, 12, 14 Inches
- 5164 Width $\frac{1}{2}$ Inch, Lengths 15, 17, 19 Inches
- 5165 Width $\frac{5}{8}$ Inch, Lengths 16, 18, 20 Inches
- 5166 Width $\frac{3}{4}$ Inch, Lengths 17, 19, 21 Inches

Solid Round Leather Collars & Chokes, Solid Cast Dee, Heavy Brass Nameplate, Double Leather Stitched Billet, Lock Tongue Buckle

- 5186 Width $\frac{3}{4}$ Inch, Lengths 15, 17, 19 Inches, Russet and Black
- 5188 Width 1 Inch, Lengths 19, 21, 23 Inches, Russet and Black
- 5196 Choke, Width $\frac{3}{4}$ Inch, Lengths 17, 19, 21 Inches, Russet and Black
- 5198 Choke, Width 1 Inch, Lengths 19, 21, 23 Inches, Russet and Black

MUZZLES

Adjustable Strap Muzzles, Russet Only

- 5523 Width $\frac{3}{8}$ Inch, Assorted Sizes, For Small Dogs
- 5524 Width $\frac{1}{2}$ Inch, Assorted Sizes, For Medium Dogs
- 5525 Width $\frac{5}{8}$ Inch, Assorted Sizes, For Medium Large Dogs
- 5526 Width $\frac{3}{4}$ Inch, Assorted Sizes, For Large Dogs

Basket Muzzles, Including Bulldog Style

- 5530 Riveted Joints, Sizes 2, 3, 4, 5, 6
- 5531 Riveted Joints, Sizes 7 and 8
- 5535 Cut Through and Riveted Joints, Sizes 1, 2, 3, 4, 5, 6, 7
- 5536 Cut Through and Riveted Joints, Sizes 7 and 8
- 5540 Bulldog Muzzle, Cut Through and Riveted Joints, Sizes 1, 2, 3, 4, 5, 6

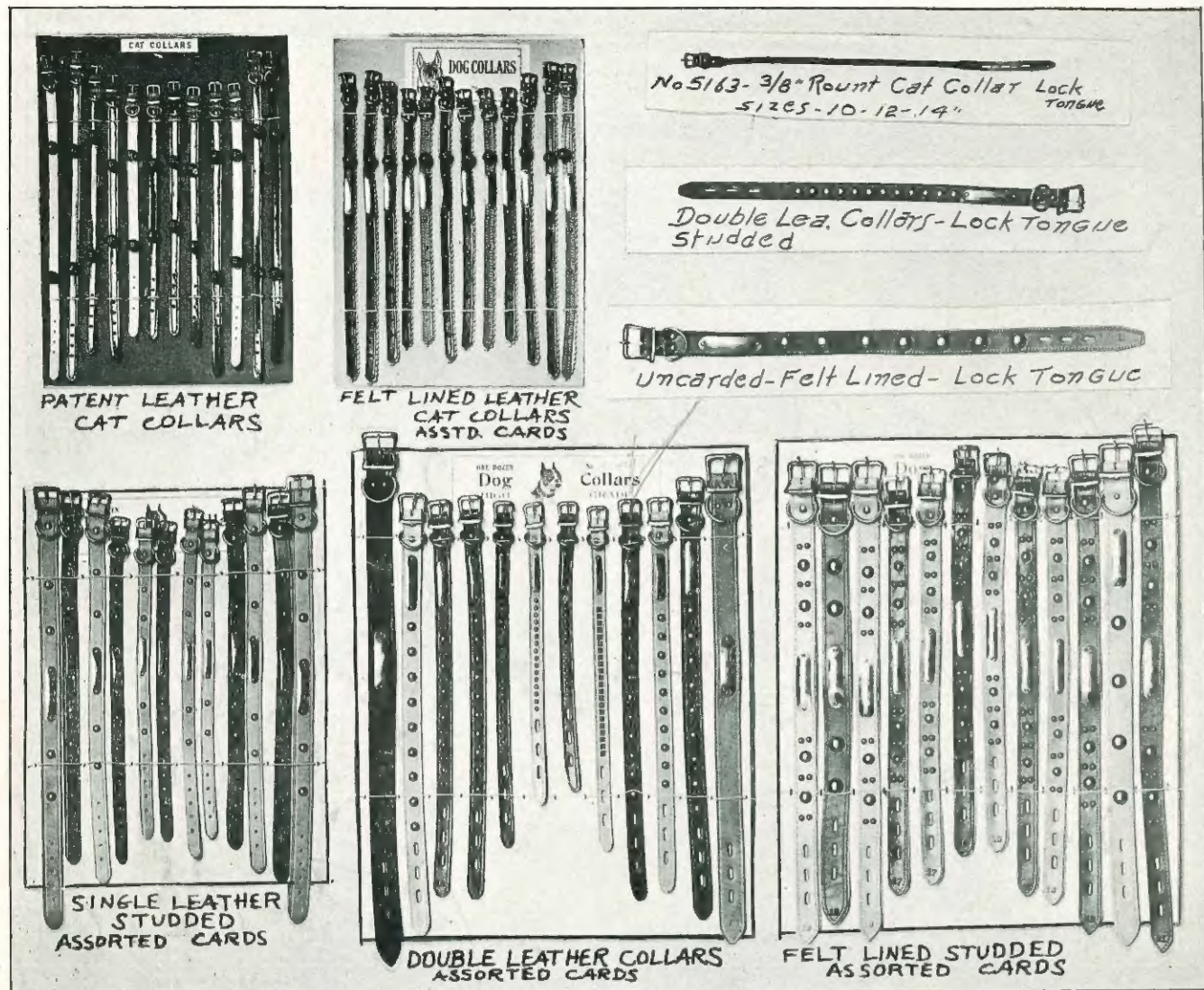
Police Dog Muzzle

- 5510 Best Quality Muzzle, Sizes 1, 2, 3

MISCELLANEOUS SUPPLIES

- 24545 Nail Clipper For Dogs, Guaranteed Finest Quality
- 644 Nail Clipper For Puppies and Birds. Guaranteed Finest Quality
- 24547 Duplex Nail Nip, Each in Box
- 24548 Heavy Solid Brass Comb with Wood Handle
- 24549 Heavy Solid Brass Comb with Wood Handle, Large
- 577M Real Bone for Dogs, Sanitary, Cellophane Wrapped

DOG AND CAT COLLARS



CARDED DOG AND CAT COLLARS

Cat Collars, Assorted Colors

- No.
- 5101 Felt Lined, No Bells, Lengths 9, 11, 13"
- 5103 Felt Lined, One Bell, Lengths 9, 11, 13"
- 5104 Felt Lined, Two Bells, Lengths 9, 11, 13"
- 5105 Patent Leather, With Two Bells, Lengths 9, 11, 13"
- 5106 Patent Leather, With One Bell, Lengths 9, 11, 13"
- 5107 Patent Leather, No Bells, Lengths 9, 11, 13"

Dog Collars, Unlined, Studded

- 5110 Widths $\frac{1}{2}$ and $\frac{3}{4}$ Inch, Assorted Sizes and Colors, Plain Buckle
- 5115 Widths $\frac{3}{8}$, $\frac{1}{2}$, and 1 Inch, Assorted Sizes and Colors, Lock Tongue Buckle
- 5119 Width $1\frac{1}{4}$ ", Assorted Sizes, Russet and Black, Lock Tongue Buckles, Sizes 19, 21, 23"

Dog Collars, Felt Lined, Studded

- 5120 Widths $\frac{1}{2}$ and $\frac{3}{4}$ Inch, Assorted Sizes and Colors, Plain Buckle
- 5130 Widths $\frac{3}{8}$, $\frac{1}{2}$, and 1 Inch, Assorted Sizes and Colors, Lock Tongue Buckle
- 5102 Widths $\frac{1}{2}$ and $\frac{3}{4}$ Inch, 6 Felt Lined, 6 Unlined, Assorted, Plain Buckles

Double Leather Collars, Lock Tongue Buckle

- 5140 Width $\frac{1}{2}$ " to 1" Assorted Sizes and Colors
- 5144 Width $\frac{1}{2}$ " Assorted Lengths and Colors
- 5149 Width $1\frac{1}{4}$ " Assorted Lengths, Russet Only

UNCARDED COLLARS, LOCK TONGUE BUCKLE

(See Page 11 for Additional Round Collars)

Round Cat Collar with Lock Tongue Buckle

- Colors—Russet, Black, Red, Green
- 5163 Width $\frac{3}{8}$ Inch, Lengths 10, 12, 14 Inch

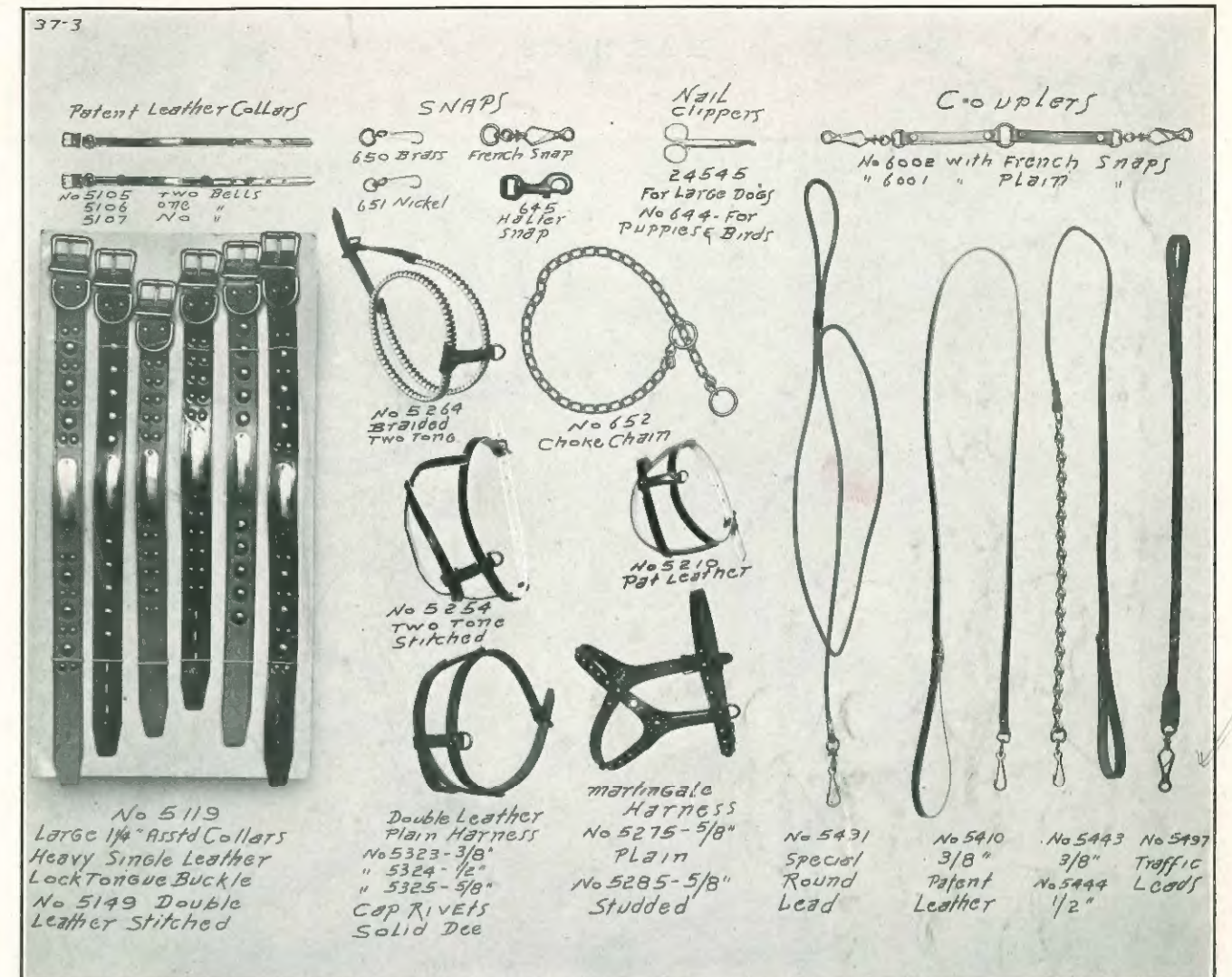
Dog Collars, Felt Lined Studded

- Colors—Russet, Black, Red, Green
- 5134 Width $\frac{1}{2}$ Inch, Lengths 12, 14, 16 Inch
- 5135 Width $\frac{3}{8}$ Inch, Lengths 13, 15, 17 Inch
- 5136 Width $\frac{1}{2}$ Inch, Lengths 15, 17, 19 Inch
- 5138 Width 1 Inch, Lengths 17, 19, 21 Inch

Double Leather Studded Collars, (No. 5178P Unstudded)

- Colors—Russet, Black, Red, Green
- 5174 Width $\frac{1}{2}$ Inch, Lengths 12, 14, 16 Inch
- 5175 Width $\frac{3}{8}$ Inch, Lengths 13, 15, 17 Inch
- 5176 Width $\frac{1}{2}$ Inch, Lengths 14, 16, 18 Inch
- 5178 Width 1 Inch, Lengths 17, 19, 21 Inch
- 5178P Width 1 Inch, Lengths 17, 19, 21 Inch

ASSORTED DOG FURNISHINGS



Collars

- 5105 Patent Leather Cat or Dog Collar—Best Grade Patent Leather—Assorted Colors With 2 Bells—1 Dozen on Card
- 5106 Same as No. 5105, Except 1 Bell
- 5107 Same as No. 5105, Except No Bells
- 5119 Large $1\frac{1}{4}$ " Cowhide Single Leather Collars—Heavy Best Grade Leather—Lock Tongue Buckle—Studded—Russet and Black—Sizes 19, 21, 23—Six on Card
- 5149 Large $1\frac{1}{4}$ " Double Leather Studded Collars, Lock Tongue Buckle, Studded, Russet Only, Size 18, 20, 22, Six on Card

Harness and Choke Chains

- 5264 Braided Two Tone Harness, Colors: Red and Black, White and Black, Brown and Black, Sizes: 18, 20, 22 (Use Leads 5425 to Make Matching Sets)
- 5254 Two Tone Chamois Lined Harness, $\frac{1}{4}$ " Leather, Lined With Contrasting Color of Chamois, Cap Riveted, Sizes 18, 20, 22
- 5210 $\frac{3}{8}$ " Patent Leather Harness, Assorted Black, Russet, Tan, Sizes: 14, 16, 18, (Use Lead 5410 to Make Matching Sets)
- 5323 Double Leather Harness, $\frac{3}{8}$ ", Cap Riveted, Solid Dee, Colors: Black, Russet, Red, Green, Sizes: 16, 18, 20. AN OUTSTANDING VALUE
- 5324 Double Leather Harness, $\frac{1}{2}$ ", Cap Riveted, Solid Dee, Colors: Black, Russet, Red, Green, Sizes: 19, 21, 23. AN OUTSTANDING VALUE
- 5325 Double Leather Harness, $\frac{3}{8}$ ", Cap Riveted, Solid Dee, Colors: Black, Russet, Red, Green, Sizes: 22, 24, 26
- 5275 Martingale Harness, Plain Single Leather, Adjustable. Colors: Russet, Black, Red, Green. Width $\frac{3}{8}$ ". Sizes: 22, 24, 26

- 5285 Martingale Harness, Fancy Studded, Single Leather, Cap Riveted. Colors: Russet, Black, Red, Green. Width $\frac{3}{8}$ ". Sizes: 22, 24, 26
- 652 Choke Chains, Heavy Nickel Plated, Well Made. Sizes: 18, 20, 22, 24

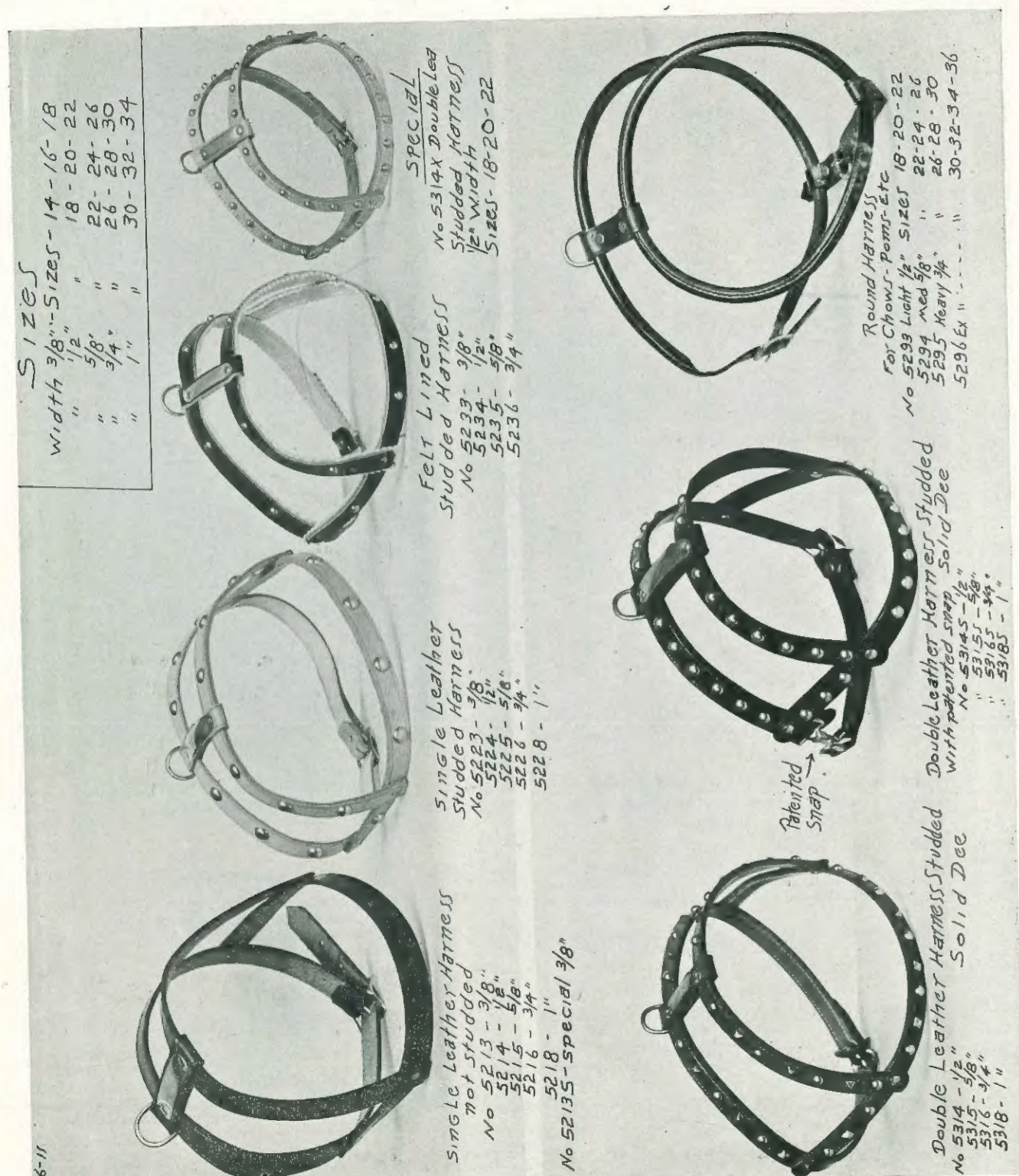
Leads and Couplers

- 5491 Round Machine Belting, Assorted Colors. 1 Dozen to Package, 54" Long, Swivel Snap
- 5410 $\frac{3}{8}$ " Patent Leather Lead, Swivel Snap. Colors: Black, Tan, Russet, 48" Long. Colors to Match Harness No. 5210
- 5443 $\frac{3}{8}$ " Half Chain Lead. Colors: Russet, Black, Red, Green. Assorted. 48" Long
- 5444 $\frac{1}{2}$ " Half Chain Lead. Colors: Russet, Black, Red, Green. Assorted. 48" Long
- 5497 Traffic Lead with French Snap, $\frac{3}{4}$ " Leather, 24" Long. Colors: Russet, Black, Red, Green
- 6001 Dog Couplers, Swivel Snaps, $\frac{1}{2}$ Inch Flat Leather, 14 Inches Long
- 6002 Dog Couplers, French Snaps, $\frac{1}{2}$ Inch Flat Leather, 14 Inches Long

Nail Clippers—Snaps

- 24545 Nail Clipper for Dogs, Guaranteed Finest Quality
- 644 Nail Clipper for Puppies and Birds, Guaranteed Finest Quality
- 645 Brassed Halter Snap
- 646 French Snaps $\frac{3}{8}$ "
- 647 French Snaps $\frac{1}{2}$ "
- 648 French Snaps $\frac{3}{4}$ "
- 649 French Snaps $\frac{3}{4}$ "
- 650 Brassed Swivel Snap
- 651 Nickel Swivel Snap

HARNESSES



HARNESSES

Unlined Plain Harness

- No.
5213 Width 3/8 Inch, Lengths 14, 16, 18 Inches; Colors: Russet, Black, Red and Green
5213X Width 3/8 Inch, Lengths 14, 16, 18 Inches; Colors: Russet and Black; SPECIAL
5214 Width 1/2 Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green
5215 Width 5/8 Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green
5216 Width 3/4 Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black
5218 Width 1 Inch, Lengths 30, 32, 34 Inches; Colors: Russet and Black
5210 Width 3/8 Inch, Lengths 14, 16, 18 Inches; Patent Leather

Unlined Studded Harness

- 5223 Width 3/8 Inch, Lengths 14, 16, 18 Inches; Colors: Russet, Black, Red and Green
5224 Width 1/2 Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green
5225 Width 5/8 Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green
5226 Width 3/4 Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black
5228 Width 1 Inch, Lengths 30, 32, 34 Inches; Colors: Russet and Black

Felt Lined Studded Leather Harness

- 5233 Width 3/8 Inch, Lengths 14, 16, 18 Inches; Colors: Russet, Black, Red and Green
5234 Width 1/2 Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green
5235 Width 5/8 Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green
5236 Width 3/4 Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black

Our Special — Double Leather Studded Harness

- 5314X Width 1/2 Inch, Lengths 18, 20, 22 Inches; Colors: Russet and Black Only
5315X Width 5/8 Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green

Double Leather Harness, Plain, Best Quality, with Solid Cast Dee and Cap Riveted Joints

- 5323 Double Leather Harness 3/8 Inch; Colors: Russet, Black, Red and Green; Sizes: 16, 18, 20
5324 Double Leather Harness 1/2 Inch; Colors: Russet, Black, Red and Green; Sizes: 19, 21, 23
5325 Double Leather Harness 5/8 Inch; Colors: Russet, Black, Red and Green; Sizes: 22, 24, 26

Double Leather Studded Harness, Best Quality Solid Cast Dee, Cap Riveted Joints

- 5313 Width 3/8 Inch, Lengths 14, 16, 18 Inches; Colors: Russet, Black, Red and Green
5314 Width 1/2 Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green
5315 Width 5/8 Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green
5316 Width 3/4 Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black
5318 Width 1 Inch, Lengths 30, 32, 34 Inches; Colors: Russet and Black

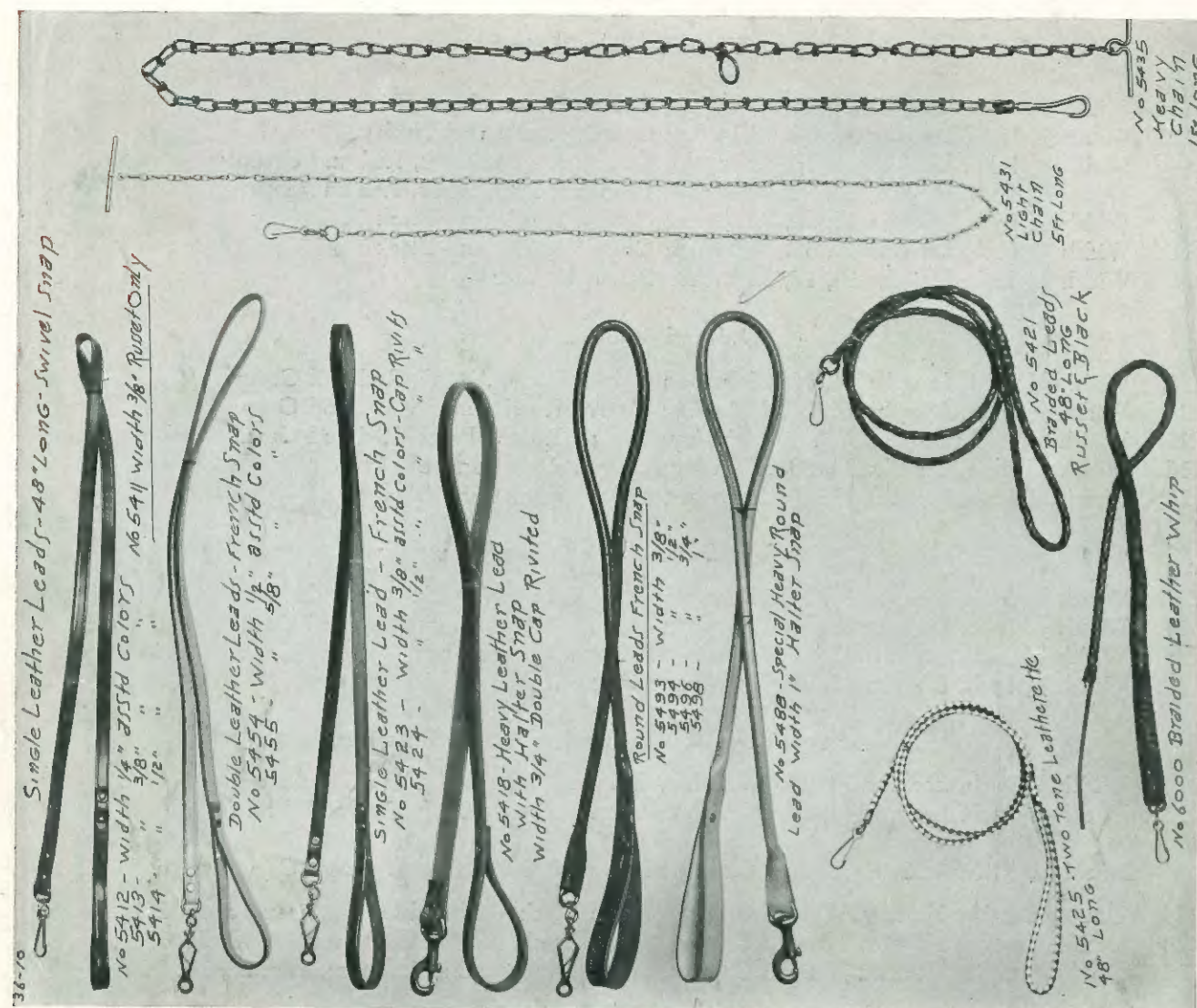
Double Leather Studded Harness, With Patent Snap, Solid Cast Dee, The Only Harness That Can Be Taken Off And Put On Without Disturbing The Buckle Setting — Snaps On — Snaps Off

- 5314S Width 1/2 Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green
5315S Width 5/8 Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green
5316S Width 3/4 Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black
5318S Width 1 Inch, Lengths 30, 32, 34 Inches; Colors: Russet and Black

Round Harness for Chow and Police Dogs, Poms, Pekingese, etc.

- 5293 Light, Size 1/2 Inch, Lengths 18, 20, 22 Inches; Colors: Russet, Black, Red and Green
5294 Medium, Size 5/8 Inch, Lengths 22, 24, 26 Inches; Colors: Russet, Black, Red and Green
5295 Heavy, 3/4 Inch, Lengths 26, 28, 30 Inches; Colors: Russet and Black
5296 Extra Heavy, Lengths 30, 32, 34, 36 Inches; Colors: Russet and Black

LEADS—CHAINS—WHIPS

Flat Leather Lead With Swivel Snap
Colors - Russet, Black, Red, Green

No.	
5412	Width 1/4 Inch, Length 48 Inches
5413	Width 1/2 Inch, Length 48 Inches
5414	Width 3/8 Inch, Length 48 Inches
5415	Width 1/2 Inch, Length 48 Inches
5411	Width 1/2 Inch, Length 48 Inches, Russet Only
5410	Width 1/2 Inch, Length 48 Inches, Patent Leather

Flat Leather Lead With French Snap—Cap Rivets
Colors - Russet, Black, Red, Green

5423	Width 1/2 Inch, Length 48 Inches
5424	Width 1/2 Inch, Length 48 Inches

Flat Leather Lead With Halter Snap—Cap Rivets
Colors - Russet, Black, Red, Green

5417	Width 1/2 Inch, Length 48 Inches, Russet Only
5418	Width 1/2 Inch, Length 48 Inches, Russet Only

Double Leather Leads With French Snap—Cap Rivets

5454	Width 1/2 Inch, Length 48 Inches
5455	Width 1/2 Inch, Length 48 Inches

Solid Round Leather Leads With French Snap
Colors - Russet, Black, Red, Green

5493	Width 1/4 Inch, Length 48 Inches, Cap Riveted
5494	Width 1/2 Inch, Length 48 Inches, Stitched
5496	Width 3/4 Inch, Length 48 Inches, Stitched
5498	Width 1 Inch, Length 48 Inches, Stitched

Solid Round Leather Leads With Halter Snap
Colors - Russet, Black, Red and Green

5486	Width 1/4 Inch, Length 48 Inches, Stitched
5488	Width 1 Inch, Length 48 Inches, Stitched

Round Braided Leads With Swivel Snap

5421	Braided Leather, Russet and Black, 48 Inches Long
5425	Two Tone Leatherette, 48 Inches Long

Chains

5431	Light Chain, Cadmium Finish, 5 Feet Long
5435	Heavy Bulldog Pattern, Bright Finish, 6 Feet Long

Whips and Couplers

6000	Braided Leather Whip, Swivel Snap, Russet Only
6001	Dog Couplers, Swivel Snaps, 1/2 Inch Flat Leather, 14 Inches Long, (See Illustration Page 13)
6002	Dog Couplers, French Snaps, 1/2 Inch Flat Leather, 14 Inches Long, (See Illustration Page 13)

DOG SWEATERS AND BLANKETS



SW Knitted Cotton Dog Sweater Trimmed with White Stripes. Colors: Green, Red, Navy. Sizes: 12, 14, 16, 18. Size 10 Also Carried in Stock if Desired. EXCLUSIVE WITH ZENITH NOVELTY CO.

SW3 100% All Wool Dog Sweaters, Attractively Striped. Colors: Green, Red, Navy, Brown. Sizes: 10, 12, 14, 16, 18, 20

SW4 Brushed Dog Sweater, Part Wool, Attractively Trimmed with Contrasting Color, with Dog Emblem. A Very Unusual Value. Sizes: 12, 14, 16, 18. Colors: Green, Gray, Red, Asstd. EXCLUSIVE WITH ZENITH NOVELTY CO.

SW5 Heavy All Wool Knitted Dog Sweater, With Best Quality American Made Zipper, and All Wool Chest Protector. Custom Tailored. Trimmed with Attractive Contrasting Striping. Colors: Red, Green, Navy, Brown. Sizes: 10, 12, 14, 16, 18, 20

SW6 100% Highest Quality Worsted Knitted Dog Sweater With Best Grade American Zipper, All Wool Chest Protector, Custom Tailored. Undoubtedly the Finest Dog Sweater Sold. Trimmed with Attractive Contrasting Two Tone Striping. Colors: Red, Green, Navy, Brown. Sizes: 10, 12, 14, 16, 18, 20

SW8 ZENCO Heavy Pioneer Part Wool Knitted Dog Sweater with Zipper, Attractively Striped. Colors: Red, Green, Navy. Sizes: 10, 12, 14, 16, 18, 20. The Lowest Priced Zipper Sweater Sold. A Super Value. EXCLUSIVE WITH ZENITH NOVELTY CO.

BL Heavy Woolen Blanket, Plain and Scotch Plaid Materials, Bound in Attractive Colors, Colored Enamel Slide Buckle with Four Button Snaps to Match. Buttons Across the Chest and is Double Breasted. Sizes: 10, 12, 14, 16, 18, 20.

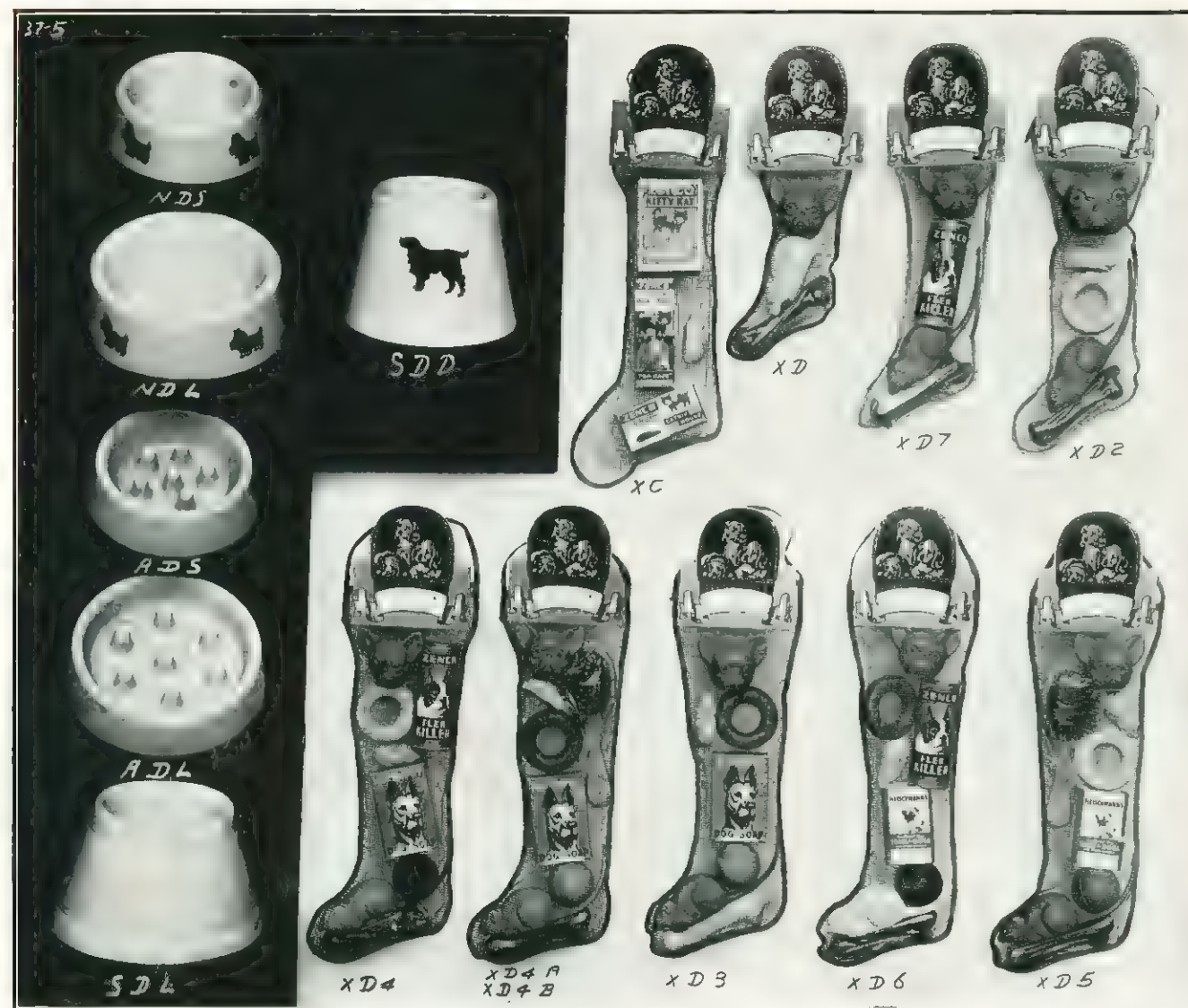
BL5 Heavy Woolen Blanket with Collar, Scotch Plaid and Plain Woolens, Best Grade Material, Bound in Attractive Colors, Colored Enamel Slide Buckle with Four Button Snaps to Match. Buttons Across Chest, and is Double Breasted. Sizes: 10, 12, 14, 16, 18, 20.

BL2 Rubberized Cloth (Waterproof) Blankets with Collar, Scotch Plaid and Plain Designs, Slide Enamel Buckle, Two Button Snaps, Trimmed in Smart Contrasting Colors. Sizes: 10, 12, 14, 16, 18

BL3 Plain Woolen and Scotch Plaid Blankets, Bound in Attractive Colors with Colored Enamel Buckle and Two Button Snaps That Button Across Chest. This Blanket Lighter Weight Than No. BL. Sizes: 10, 12, 14, 16

BL4 Lightweight Blanket, Asstd. Colors. Slide Buckle and Two Button Snaps. Sizes: 10, 12, 14, 16

DISHES AND CHRISTMAS STOCKINGS FOR DOGS AND CATS



- XC Christmas Stocking for Cats, Containing 4 Pieces No. 594 Catnip Play Toy, No. 576 Catnip Mouse, No. 581 Loose Catnip and No. 601S Small Rubber Mouse.
- XD Christmas Stockings for Dogs Containing Three Rubber Toys No. 578, No. 602L, No. 603DG
- XD2 Christmas Stocking for Dogs, Containing Five Rubber Toys No. 601S, No. 602L, No. 600, No. 578, No. 603LG
- XD3 Christmas Stocking for Dogs, Containing 7 Pieces as Follows: No. 601S, No. 602L, No. 603DG, No. 578, No. 600, No. 673, No. 588
- XD4 Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 601S, 602L, 603DG, 578, 600, 673, 588, R10 Zenco Flea Killer
- XD4A Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 601S, 602L, 603DG, 578, 600, 673, 588, 582 Fleischmann's Yeast
- XD4B Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 601S, 602L, 603DG, 578, 600, 673, 588, 24555 Dog Brush
- XD5 DeLuxe Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 602L, 603DG, 578, 600, 673, 24555, 582 Fleischmann's Yeast, No. 601S

- XD6 DeLuxe Christmas Stocking for Dogs, Containing 8 Pieces as Follows: No. 602L, 603DG, 578, 600, 673, 582, R10 Zenco Flea Killer, No. 601S
- XD7 ZENCO Special 4 Piece Christmas Stocking for Dogs Containing 4 Pieces as Follows: No. R10 Zenco Flea Killer, 675 Bone with Bell, 603DG Puphead, & 602C Colored Rubber Mice. Wholesale Value of Contents Above \$3.90 dz. Specially Priced at \$3.60 dz. Stockings Complete with Attractive Christmas Card.
- NDS Dog Dish, Beautifully Decorated, 2 1/2" High, Top 6" Diameter, Bottom 7" Diameter
- NDL Dog Dish, Beautifully Decorated, 2 1/2" High, Top 7 1/2" Diameter, Bottom 8 1/2" Diameter
- SDD Spaniel Dog Dish, Attractive Finish, Decorated with Spaniel, 5 1/4" High, Top 5" Diameter, Bottom 8" Diameter
- ADS Antigulping Dish, Prevents Dog From Gulping Food, Patented. Assorted Colors. Size: 2" High, Top 6 1/4" Diameter, Bottom 7 1/4" Diameter.
- ADL Antigulping Dish, Large. Size: 2" High, Top 7 1/2" Diameter, Bottom 8 1/2" Diameter. Asst. Colors
- SDL Large Spaniel Dish, 5 1/4" High. Top 5 1/4" Diameter, Bottom 8 1/4" Diameter. Assorted Colors.

GOLD AND TROPICAL FISH FOODS, TONICS, PURIFIERS, TURTLE FOOD



Fish Foods in Boxes

- No. 500 Zenco Tropical Fish Food—World Famous
- 550 Mrs. Halfins Tropical Fish Food
- 552 Zenco Dried Daphnae, Best Quality
- 555 Zenco Infusoria Producer—Large Box—For Best Growth of Newly Born Baby Fish
- 555S Zenco Infusoria Producer, Small Box
- 555W Welkes Infusoria Producer, For Baby Fish
- 556 Zenco Shrimp—A Natural Food For All Fish
- 559 Discontinued. Use No. 500 Above.
- 568 Reliance Fish Food—Fine, Medium, Coarse
- 570 Longlife Fish Food—Large Box—Assorted Sizes
- 570S Longlife Fish Food—Small Box—Assorted Sizes
- 571 Micrograin—Unexcelled For Baby Fish
- 572 Longlife Salmon Eggs—For All Fish
- 573 Longlife Clameal—For All Fish
- 574 Longlife Shrimp—For All Fish
- 597 Zenco Grofast—Dried Insects
- 598 Hygrade Fish Food—Small Can—Assorted Sizes
- 599 Hygrade Fish Food—Large Can—Assorted Sizes

Purifier Balls, Tonics and Salts, Turtle Foods, Misc.

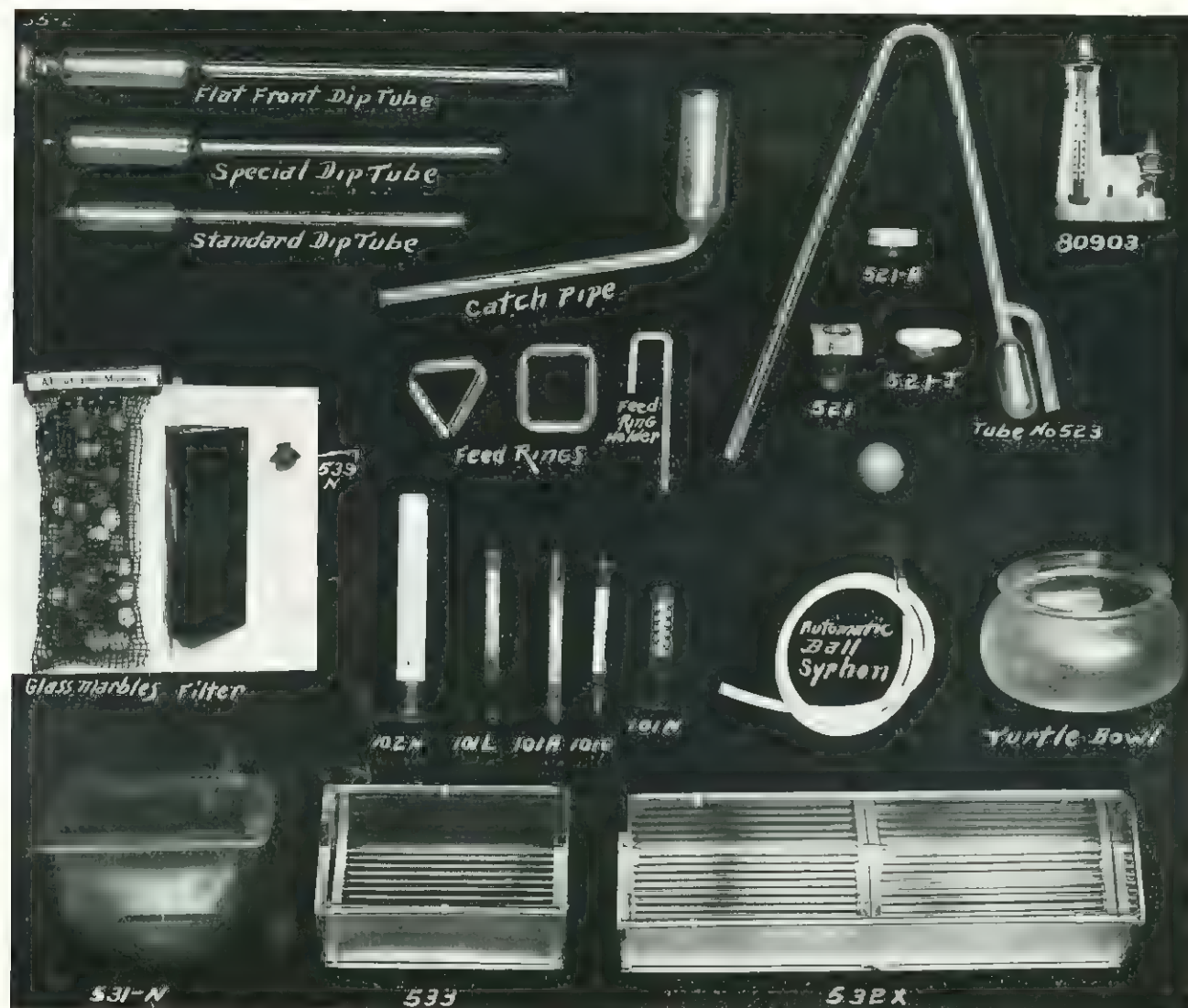
- 106X Purifier Antiseptic Ball in Unprinted Bag
- 106SP Special Puradisk Ball, A Quality Purifier
- 106 Highest Grade Puradisk Water Purifier Ball, Made of Select Chemicals with Our Own Special Formula Which Has Never Been Successfully Copied. Contains the World Famous Zenco Fungus Remedy and Fish Tonic.

- 108 Zenco Acid (pH6.6-6.8) Ball for Breeding Egg Layers. Corrects Acidity of Aquarium Water.
- 554 Zenco Fungus Remedy and Fish Tonic—Cures Sick Fish—Keeps All Fish Healthy—Known The World Over as the World's Best
- 554S Same as No. 554 Except Smaller Package
- 554L Zenco Fungus Remedy—7 Pound Bags
- 113 Zenco Natural Fish Food in Large Boxes
- 114 Discontinued. Use No. 115 Below
- 115 Ant Eggs, Best Quality, in Attractive Tins
- 557 Zenco Turtle Food in Attractive Tins—Undoubtedly the Best Mixture Sold
- 565 Zenco Turk Island Sea Salt—A Natural Sea Product Containing Minerals Found in the Ocean. The Best Tonic for All Fish; It Hardens Them Insuring Longer Life and Less Sickness.
- 565S Same as No. 565 Except Smaller Box
- 566 Zenco Aquarium Gravel—2 Pound Boxes
- 567 Tropirock—Porous Rock Purifier
- 567B Tropirock in Bulk

Bulk Foods

- Dried Daphnae—Best Imported Grade
- Ant Eggs—Best Quality
- Dried Shrimp
- Tropical Fish Food, Medium Size
- Pink Flake Fish Food
- Dried Flies
- Turtle Food
- Natural Fish Food

GLASSWARE FOR TROPICAL AND GOLDFISH AQUARIUMS



Aquarium Thermometers

- No. 101A U. S. 5" Floating Thermometer, Black Scale with White Markings, Very Legible and Accurate
101G Imported 5" Floating Thermometers
101S Suction Thermometers, Hold Anyplace, for Aquariums and All Purposes (See Illustration Page 22). Black Scale with White Markings
101L U. S. 5" Standing Thermometers, Bottom Type, Same Scale as No.101A
101N U. S. 3 3/4" Standing Thermometer, Bottom Type, Black Scale with White Markings
102N U. S. 7" Standing Thermometer, Bottom Type,
80903 Castle with 5" Built-In Thermometer, Similar to No. 101A. Exclusive with Zenith Novelty Co.

Feeding Rings

- | | |
|-------|--|
| 513 | Small Glass Sealed Feed Ring 2" Square or Triangle |
| 514 | Med. Glass Sealed Feed Ring 2½" Square or Triangle |
| 514C | Med. Celluloid Feed Ring 2½" Square or Triangle |
| 515 | Large Glass Sealed Feed Ring 3" Square or Triangle |
| 515C | Large Celluloid Feed Ring 3" Square or Triangle |
| 515AL | Extra Large Glass Sealed Feed Ring, 4x6" Rectangle |

Worm Feeders

- 521 Glass Worm Feeder with Cork, Made in U. S.
521A Celluloid Worm Feeder and Cork, Made in U. S.
521 J Colored Celluloid Worm Feeder, Imported
551 Basket Type All Celluloid Worm Feeder. (See Page
24 For Illustration)

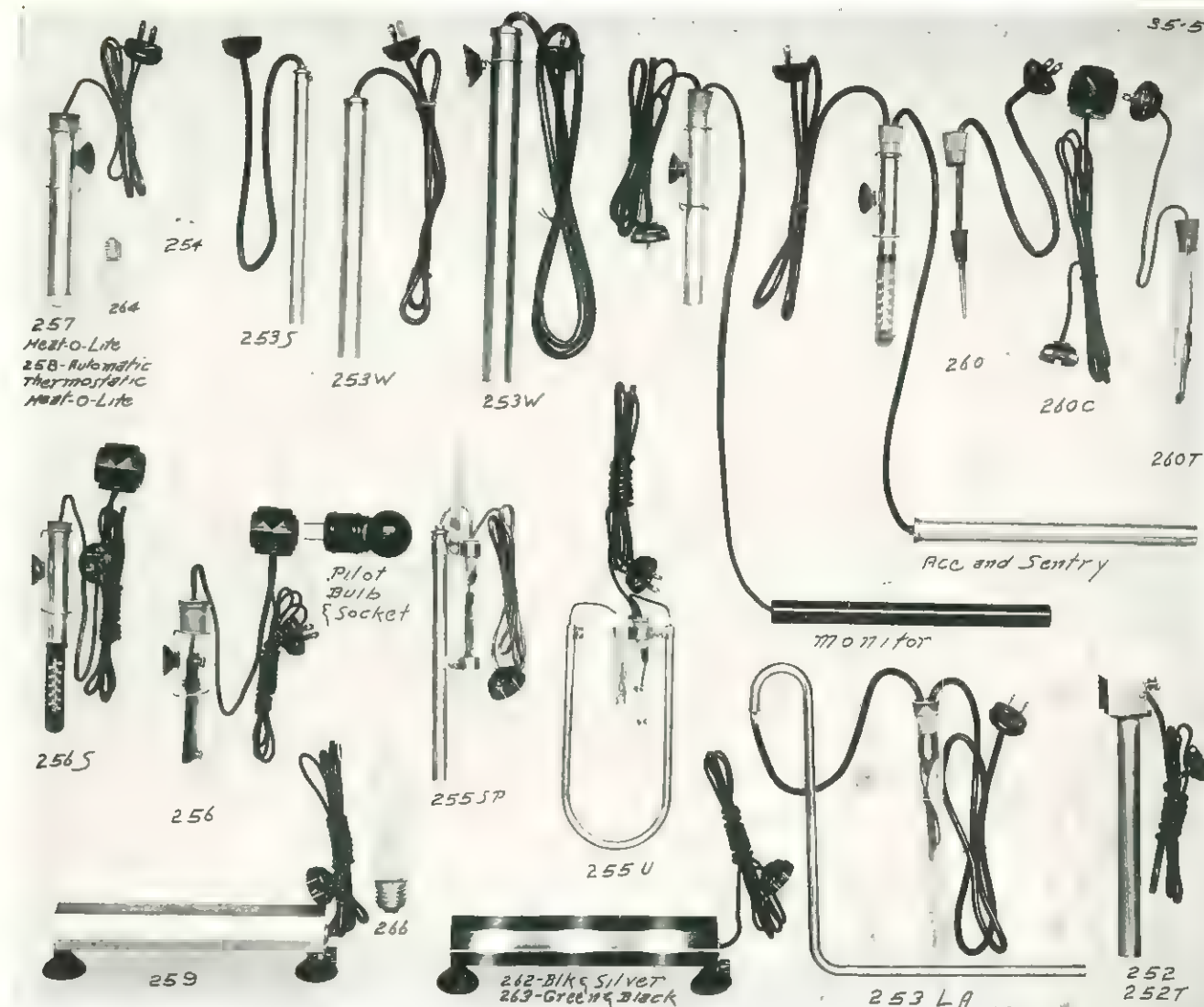
Dip Tubes

- 517SP 12" Small Bulb Dip Tube, No Inside, U. S.
517AB 12" Small Bulb Dip Tube, with Inside, U. S.
518AB 14" Small Bulb Dip Tube, with Inside, U. S.
519AB 16" Larger Bulb Dip Tube, with Inside, U. S.
520AB 18" Larger Bulb Dip Tube, with Inside, U. S.
517J 12" Imported Dip Tube, 1 Piece, Large Bulb
518N 14" U. S. Special Dip Tube, Excellent Quality
519N 16" U. S. Special Dip Tube, Excellent Quality

Other and Miscellaneous Supplies

- | | |
|------|---|
| 523 | Glass Syphons, Automatic |
| 525 | Glass Holder for Feeding Rings |
| 538 | Catch Pipe for Baby Fish |
| 539N | Suction Holders for Thermometers or Feed Rings,
Non Rusting Aluminum with Loop |
| 531N | All Glass Breeding Traps |
| 532X | Danio Breeding Trap, Tube Bottom, 14" Long |
| 533 | Glass Breeding Trap, Tube Bottom, Best and Most
Practical |
| 528 | Small Black Triangular Filter, Celluloid |
| 530 | Glass Turtle Bowl with Island |
| 596 | Glass Marbles for Breeding Egg Layers, 100 Per Bag |
| 100X | Discontinued—Use Syphon No. 100A Page 24 |

HEATERS—AUTOMATIC HEATERS—THERMOSTATS—REFLECTORS



Plain Heaters, Chromium Plated

- No. 253S Pencil Type—25 or 40 Watts—8" Long
253W Regular Waterproof (Submersible)
25 or 40 Watts—8" Tubes
75 Watt Size—9" Tubes
253B Bulldog 100 Watt, Tube 1" Diameter, 11" Long
253L L Shaped Heater, 10" High, 50 or 70 Watt
257 Heat-O-Lite, 15 Watt Light Heater

Automatic Adjustable Heaters, Chromium Plated

- ACE The Famous ACE WONDER HEATER, Deluxe
Model, Adjustable To Any Temperature, 40 or
75 Watt Sizes, With Built-in Thermometer
- MONITOR The ACE WONDER HEATER with Radio
Filter, No Thermometer
- SENTRY The ACE WONDER HEATER with Indicating
Pilot Light, No Thermometer
- 252 Screw Top Adjustable Heater, 40 or 75 Watt
- 253LA Adjustable Automatic L Shaped Heater, 70 Watt
- 255SP Pencil Double Automatic Heater, 40 Watt
- 255U U Shaped Adjustable Heater, 50 Watt
- POWER Power Ace Special, Adjustable, with 100 Watt
Bulldog Heater
- 258 Adjustable Automatic Heat-O-Lite, 15 Watt

Thermostat Controllers and Master Thermostats

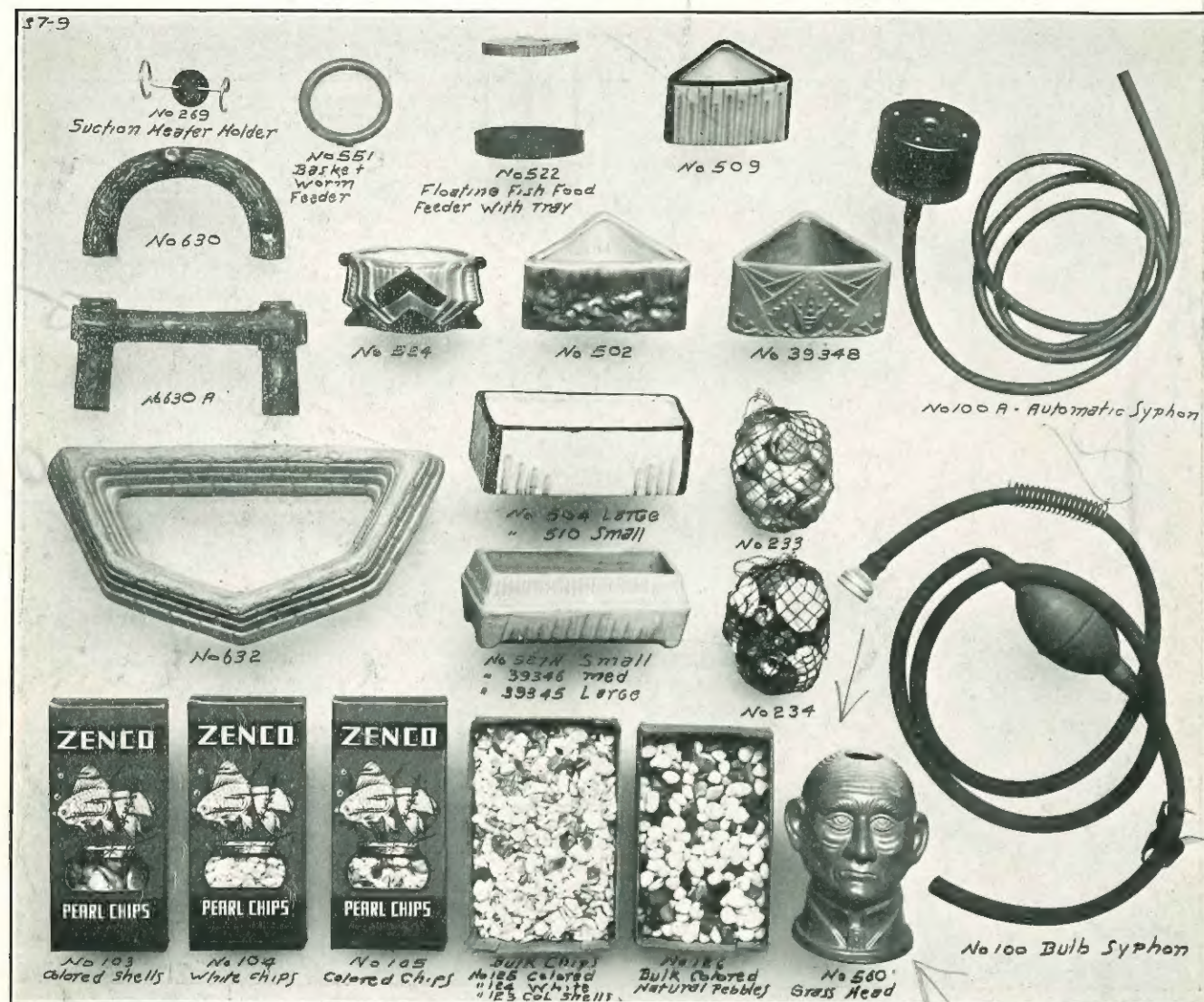
- | | |
|------|---|
| 256S | 100 Watt Adjustable Thermostat with Three Way Plug Outlet |
| 256 | 300 Watt Adjustable Thermostat with Three Way Plug Outlet |
| 256P | Same as No. 256 But Complete with Pilot Bulb and Socket |
| 252T | Screw Top 300 Watt Thermostat, Chrome Tube |

Reflectors and Bulbs, Miscellaneous

- 261 17" Chrome Reflector, with Switch
259 8" Chrome Reflector, with Switch
262 8" Black and Silver Reflector, with Switch
263 8" Green and Black Reflector, with Switch
266 Tubular Reflector Bulb, 25 or 50 Watts
264 Heat-O-Lite Bulbs, 15 Watts
265 Pilot Bulbs for Thermostats, Standard Base
268 Pilot Bulb and Socket for Thermostats
254 Wire Loop Holders for Heaters (Specify Heater
Diameter)
269 Holders for Heaters and Thermostats, Double Wire
Loop Suction Type (See Illust. Page 24)

Special Electro Heater Sets

- | | |
|------|--|
| 260 | Electro Heater, Uses Water Element, Nominal 25 Watt Size |
| 260T | Electro Thermostat for Above, Can Only Be Used with No. 260C |
| 260C | Cord Adapter, Must Be Used Between No. 260 and No. 260T |

CHIPS AND SHELLS, PLANT POTS, FOOD GUARDS, WORM FEEDERS, MISC.
FOR GOLDFISH AND TROPICAL FISH

Plant Pots and Food Guards

- 630 Round Green Glazed Food Guard, Width 5 1/4", Depth 3", Height 1 1/4"
- 630A Rectangular Glazed Green Food Guard, Width 6 1/4", Depth 3", Height 1 1/4"
- 632 Natural Earthenware Food Guard, Width 10 1/2", Depth 5 1/4", Height 1 3/8"
- 524 Glazed Colored China Plant Pot, Oval, Length 3 3/4", Width 2 1/2", Height 2"
- 509 Glazed Colored China Plant Pot, Triangular, Length 3 3/4", Width 2 1/4", Height 2"
- 502 Glazed Colored China Plant Pot, Triangular, Length 4 1/4", Width 3 1/4", Height 2 1/4"
- 39348 Natural Earthenware Plant Pot, Triangular, Length 4", Width 3", Height 2 1/4"
- 510 Glazed Colored China Plant Pot, Rectangular, Length 4", Width 2", Height 2"
- 527N Natural Earthenware Plant Pot, Rectangular, Length 4 1/4", Width 2 1/4", Height 2"
- 504 Glazed Colored China Plant Pot, Rectangular, Length 5 1/2", Width 2 1/4", Height 2 1/4"
- 39346 Natural Earthenware Plant Pot, Rectangular, Length 5 1/2", Width 2 1/4", Height 2 1/4"
- 39345 Natural Earthenware Plant Pot, Rectangular, Length 8 1/2", Width 3", Height 2 1/4"

Shells and Chips in Packages

- 103 Whole Pearl Shells, Assorted Colors, Waterproof, in Large Attractive Window Box
- 104 White Pearl Chips, in Large Attractive Window Box
- 105 Colored Pearl Chips, Waterproof, in Large Attractive Window Box
- 233 Pearl Shells in Bags, Natural Sea Shells
- 234 Assorted Shells in Bags, Natural Sea Shells

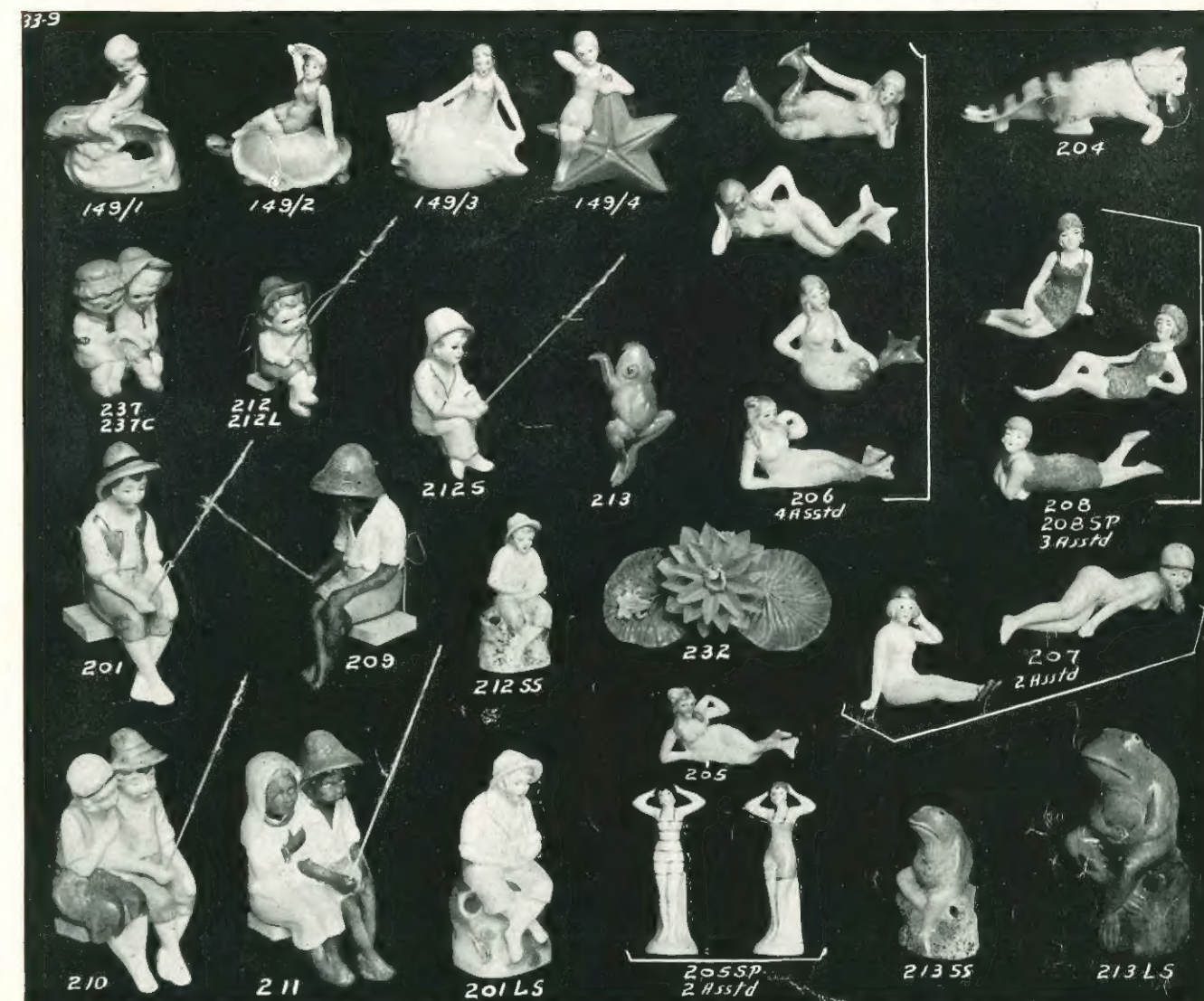
Bulk Shells, Chips and Pebbles

- 123 Assorted Colored Whole Shells in 100 lb. Bags, Waterproof Colors
- 124 White Pearl Chips in 100 lb. Bags
- 125 Assorted Colored Chips in 100 lb. Bags, Waterproof Colors
- 126 Assorted Polished Pebbles, Natural Colors

Miscellaneous Supplies

- 269 Double Loop Suction Heater Holder with Non-Rusting Aluminum Wire
- 551 Basket Type Celluloid Worm Feeder. Unexcelled Cork and Celluloid Fish Food Feeder. Tray Catches and Holds Uneaten Foods Which Can Then Be Easily Removed
- 522 Self Starting Syphon, Metal Body, Rubber Hose
- 100A Rubber Bulb Syphons, Automatic Starting
- 100 Rubber Bulb Syphons, Automatic Starting
- 560 Grass Growing Head

FISHER BOYS AND FIGURES, MERMAIDS



Fishers

- No.
- 212 Small Single White Fisher Boy with Seat and Pole, Height 2 3/4"
- 212L See No. 21470 below.
- 212S Discontinued. Use No. 21470
- 21470 Medium Single White Fisher Boy with Seat and Pole, Height 4 1/4"
- 237 Small White Double Fisher, Complete with Seat and Pole, Height 3"
- 201 Large White Single Fisher Boy with Seat and Pole, Height 5 1/4". (See No. 21470 for next smaller size)
- 209 Same as No. 201 Except Colored (Negro) Figure.
- 210 Large White Double Fisher Boy and Girl, with Seat and Pole, Height 5 1/4"
- 211 Discontinued. Use No. 210

Mermaids and Miscellaneous Figures

- 205 Small Mermaid, About 3 1/2" Long
- 206 Four Assorted Glazed Mermaids, About 4 1/4" Long
- 207 Two Assorted Nude Maids, About 4 1/4" Long
- 208 Assorted Bathing Girls, About 4" Long
- 208SP Use No. 208
- 149/1-4 Mermaids On Sea Figures, Four Assorted, About 3 1/4" High
- 204 Large Size Cat with Fish in Mouth, About 5" Long
- 213 Hanging Green Frog, About 3 1/2"
- 232 Floating Celluloid Water Flowers.

NUMBERS NOT LISTED HAVE BEEN DISCONTINUED

AQUARIUM ORNAMENTS AND FIGURES



- | | | |
|--------|--------|---|
| No. | 80136 | Medium Castle, Colored, Unglazed, About 4 1/4" |
| 2963 | 2963 | Six Assorted Glazed China Fish |
| 202/3 | 202/3 | Small Glazed Castle, Two Assorted; About 3 3/4" |
| 4521/2 | 4521/2 | Small Glazed Castle, Two Assorted; About 3 3/4" |
| 896N | 896N | Small Glazed Castle, Two Assorted; About 3 1/2" |
| 248 | 248 | Small Glazed Castle, Three Assorted; About 3 3/4" |
| 249 | 249 | Small Glazed Castle, Two Assorted; About 3 3/4" |
| 250 | 250 | Glazed Castle, Three Assorted; About 4" |
| 35390 | 35390 | Glazed Castle, About 4 1/2" |
| | 247 | Glazed China Seal, About 3" High, 5" Long |
| | 5051 | Small Red Glazed Diver, About 3" |
| | 2265 | China Diver, Very Attractive, About 4 1/4" |
| | 215 | Diver and Anchor, Glazed China, About 4 1/4" |
| | 5050S | Sunken Atlantis, Set of 8 Pieces |
| | 5050 | Sunken Atlantis, Larger Set, 8 Pieces |

LARGER AQUARIUM ORNAMENTS



- | | | |
|-------|-------|--|
| No. | 2266 | Two Assorted Ships, Not Glazed About 4 1/4" |
| 216 | 216 | Large Diver with Treasure Chest, Glazed, About 5". May Be Fitted with Air Releaser (See Page 22) |
| 218 | 218 | Four Assorted Castles, About 4 1/4", Packed Two Dozen. Not Glazed. |
| 219 | 219 | Four Specially Assorted Glazed Castles, About 4 1/4" |
| 219LA | 219LA | Two Large Assorted Castles, Not Glazed; About 5" |
| 235 | 235 | Two Assorted Glazed Castles, About 4 1/2" |
| | 4383 | Two Assorted Glazed Castles, About 4 1/4" |
| | 4532 | Glazed China Castle, About 4 1/4" |
| | 4533 | Two Assorted Glazed Castles, About 4 1/2" |
| | 7595 | Earthenware Castles, Two Assorted About 5 1/4" |
| | 8090 | Glazed China Lighthouse Castle, About 6", May Be Fitted with Aquarium Thermometer. (Also See Page 20 Item 80903) |

GOLDFISH FOOD AND SUPPLIES—AQUARIUM ORNAMENTS—TURTLE FOOD



- Foods and Supplies**
- 113 Natural Fish Food in Large Boxes, Sifter Top
 - 552 Zenco Dried Daphnae, Best Imported Quality, Attractive Tins
 - 556 Zenco Shrimp in Attractive Tins; A Natural Food For All Fish
 - 557 Zenco Turtle Food in Attractive Tins; Undoubtedly the Best Mixture Sold
 - 115 Ant Eggs, Best Quality, in Attractive Tins
 - 107S Aquarium Cement, ¼ lb. cans, for Making or Repairing Aquariums
 - 107 Aquarium Cement, 1 lb. cans, for Making or Repairing Aquariums

- 554 Zenco Fungus Remedy and Fish Tonic, Cures Sick Fish, Keeps All Fish Healthy, Known the World Over as the World's Best.
- 554S Same as No. 554 Except Smaller Package
- 554L Zenco Fungus Remedy, 7 lb. Bags for Breeders and Dealers

- New Attractive Aquarium Ornaments, All Glazed Finish**
- 217G Red Coral Ornaments with Figures, 6 Assorted, About 3" High
 - 270 Three Assorted Ornaments, About 3½" High
 - 271 Three Assorted Ornaments, About 3" High
 - 280 Three Assorted Ornaments, About 4½" High
 - 281 Three Assorted Ornaments, About 4¼" High
 - 4536 Two Assorted Ornaments, About 4½" High

NEW
ITEMS OF SPECIAL INTEREST
Guaranteed Quality—Profitable

DOG REMEDIES	Page 6
CUSTOMS TAILORED DOG SWEATERS	" 17
ZENCO DOG SOAP	" 6
CHRISTMAS STOCKINGS FOR DOGS	" 18
FLEA POWDER	" 6
ACE "WONDER" AQUARIUM HEATER	" 21

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